THE WORST FROM MAD

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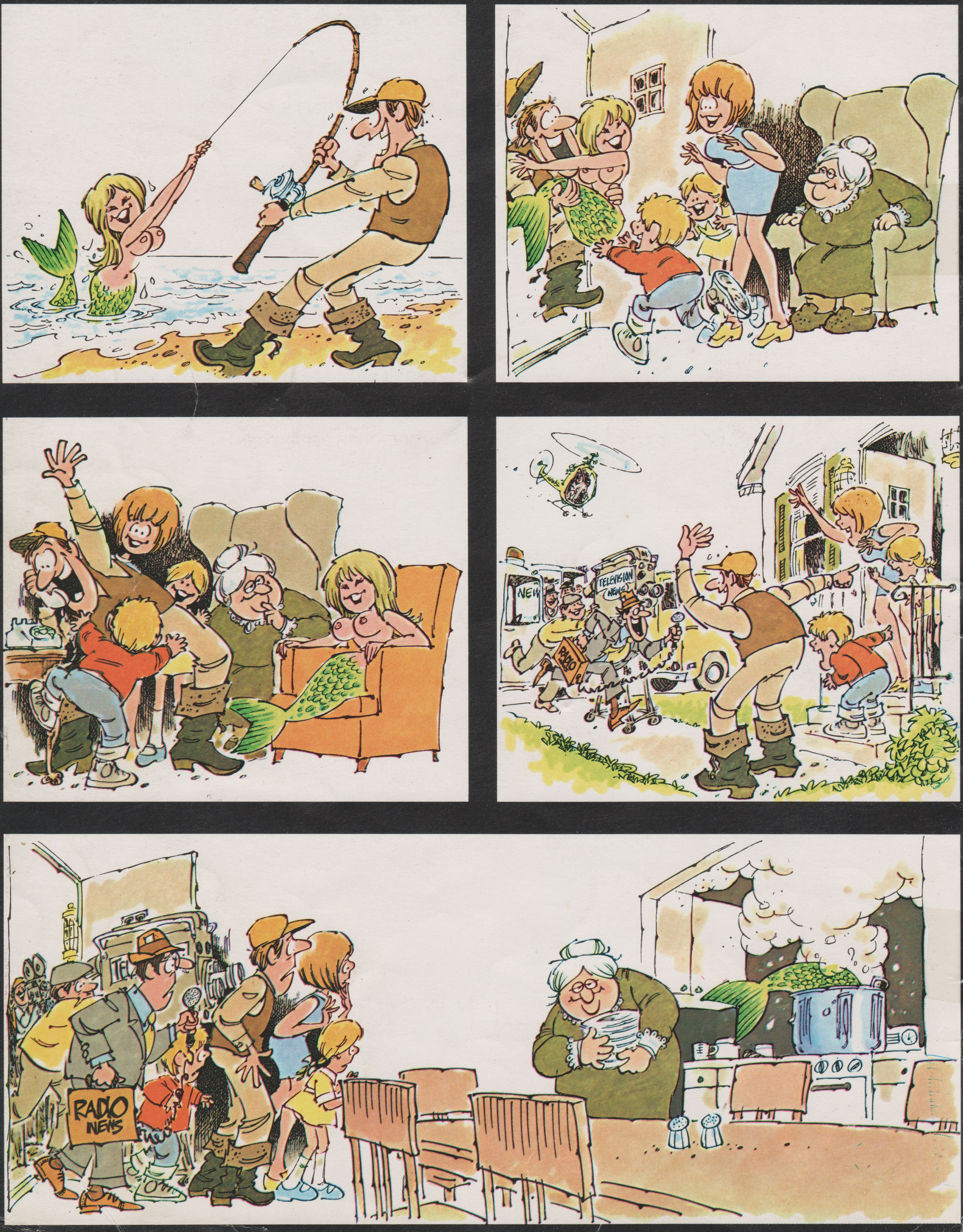
100 PAGES OF MAD'S MADDEST MOMENTS

FEATURING THE ABSOLUTELY CRAZIEST ARTISTS AND WRITERS

A FISH TALE


NEWS
TELEVISION NEWS
RADIO
RADIO NEWS

ARTIST: PAUL COKER, JR. WRITER: AL JAFFEE

THE WORST FROM MAD

"Many a self-made man was constructed by forced labour!"
— Alfred E. Neuman

WILLIAM M.GAINES *publisher* ALBERT B. FELDSTEIN *editor*
JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA, CURTIS ANDERSON *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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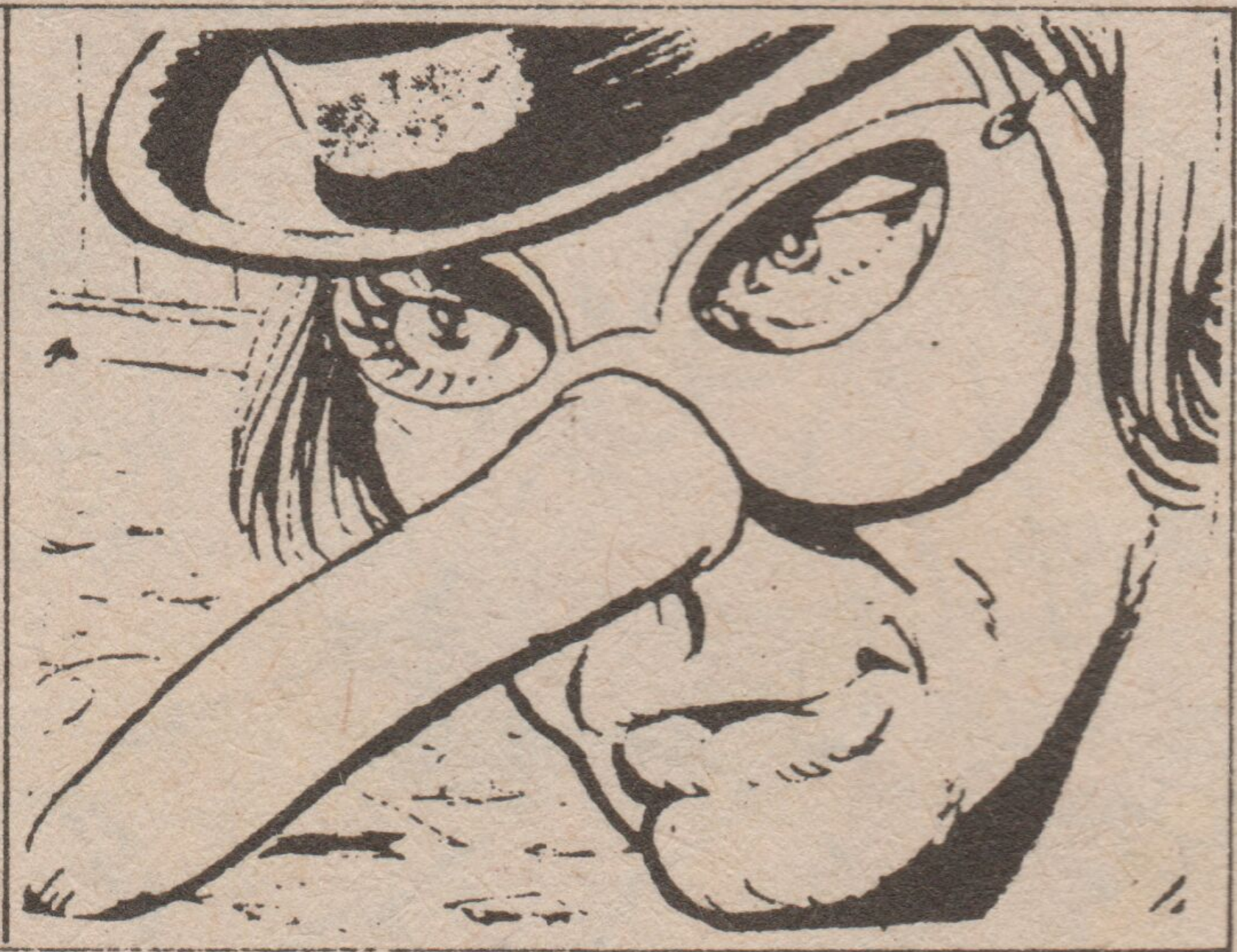
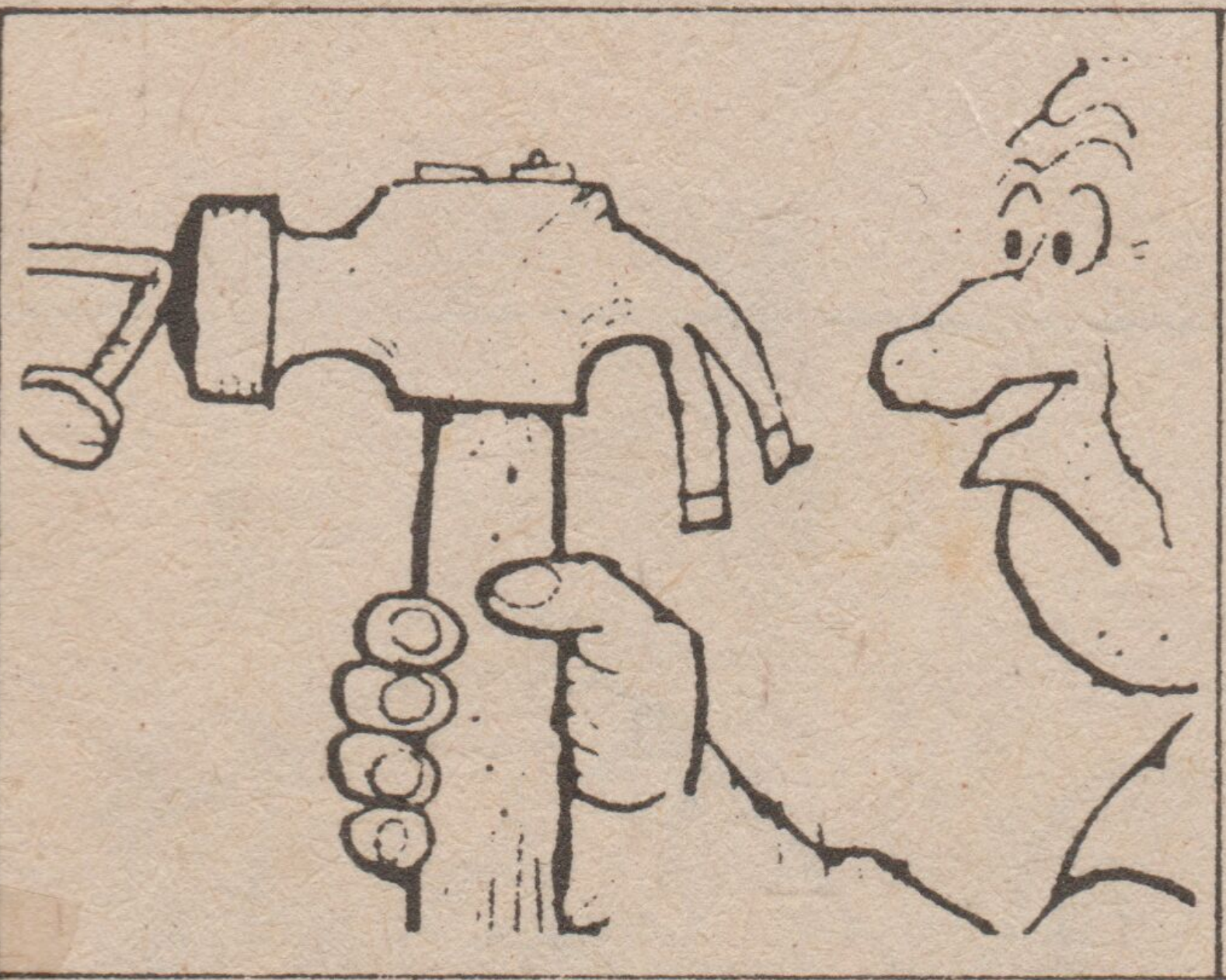
A CROCKWORK LEMON (MOVIE SATIRE)
Pg. 64





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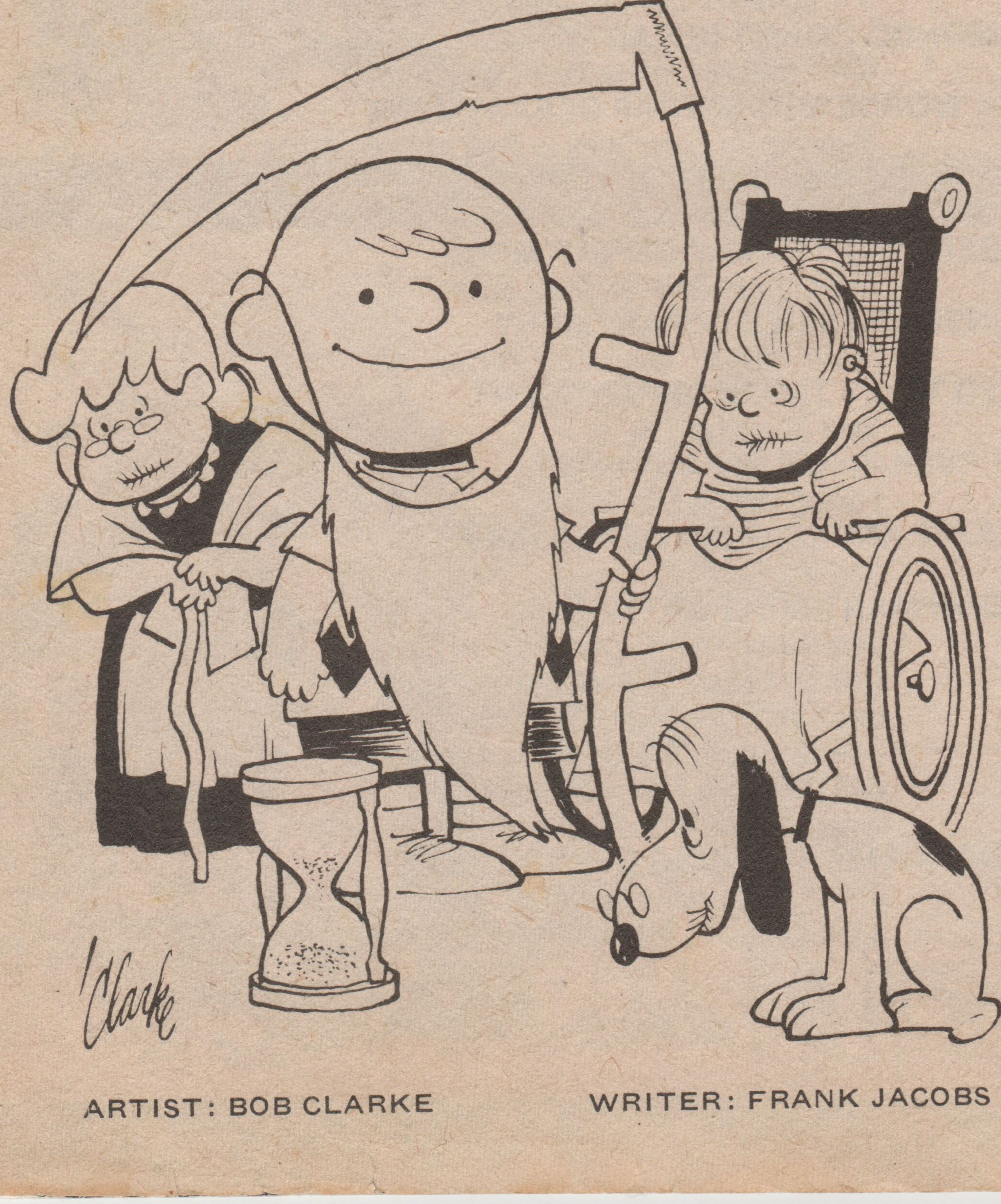
*Recommended retail price

ADDING A NEW WRINKLE DEPT.

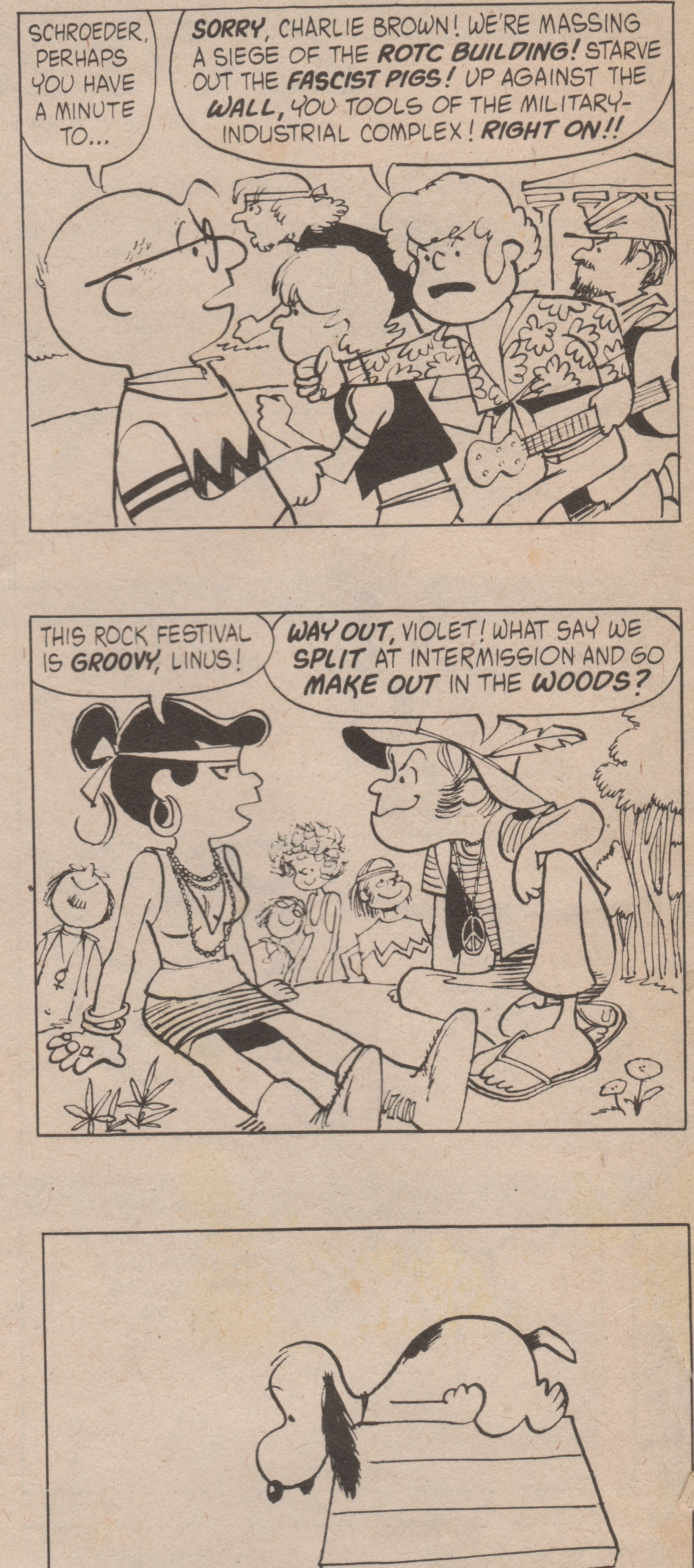
Charles Schulz, the creator of "Peanuts", is headed for disaster! He's making the same mistake the creators of "Little Orphan Annie" and "Dondi" and a hundred other cartoonists have made! He's not letting his characters grow up! So, wise up, Charlie Schulz! If you want to stay up there on top, study these samples of future daily strips you could be doing—

IF THE CHARACTERS IN "PEANUTS" AGED LIKE ORDINARY PEOPLE

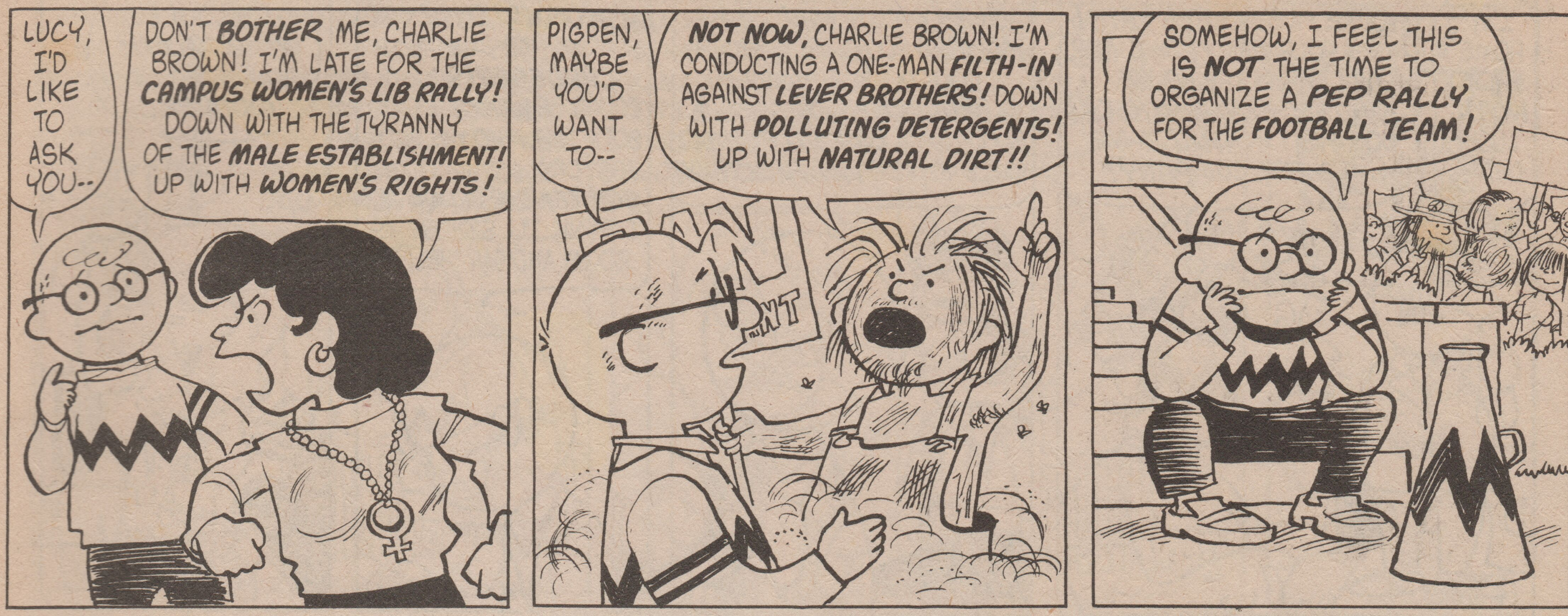
DANGER
POISON
IVY

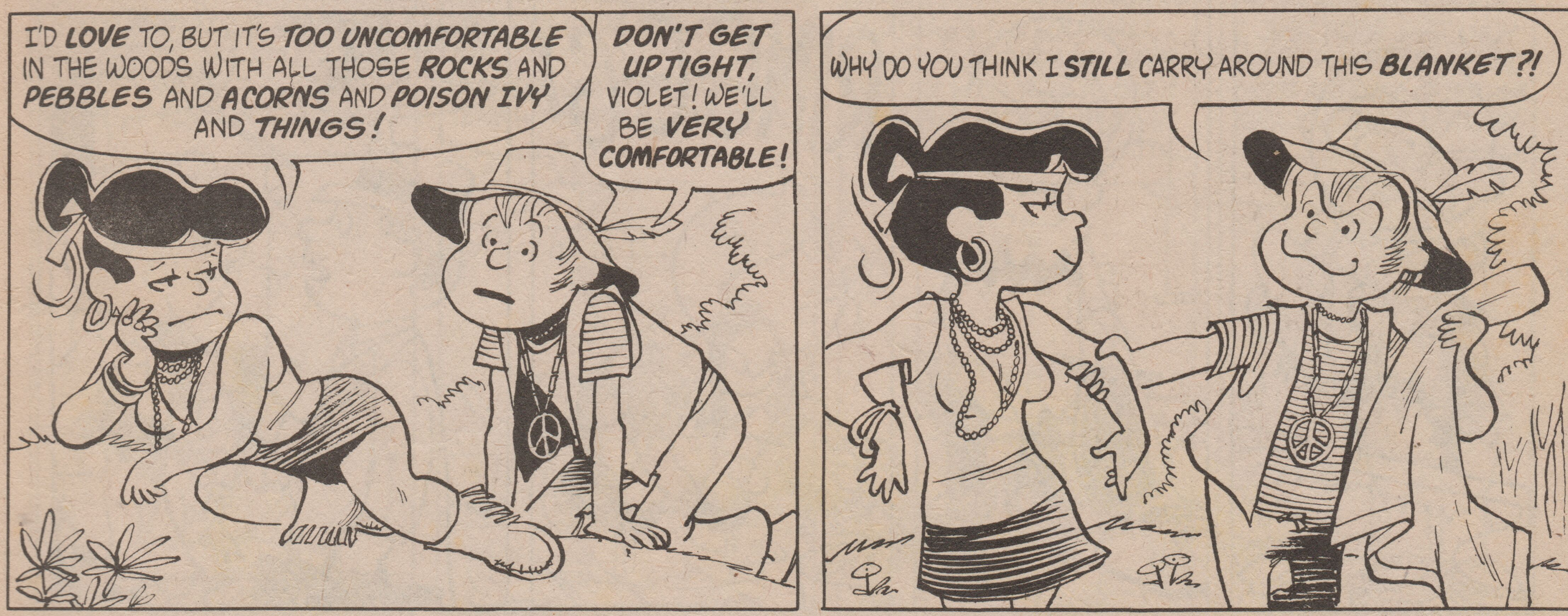


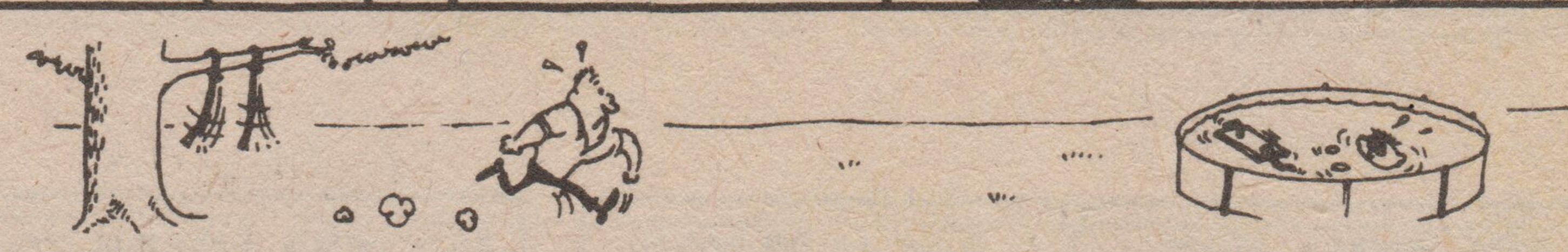
ARTIST: BOB CLARKE WRITER: FRANK JACOBS

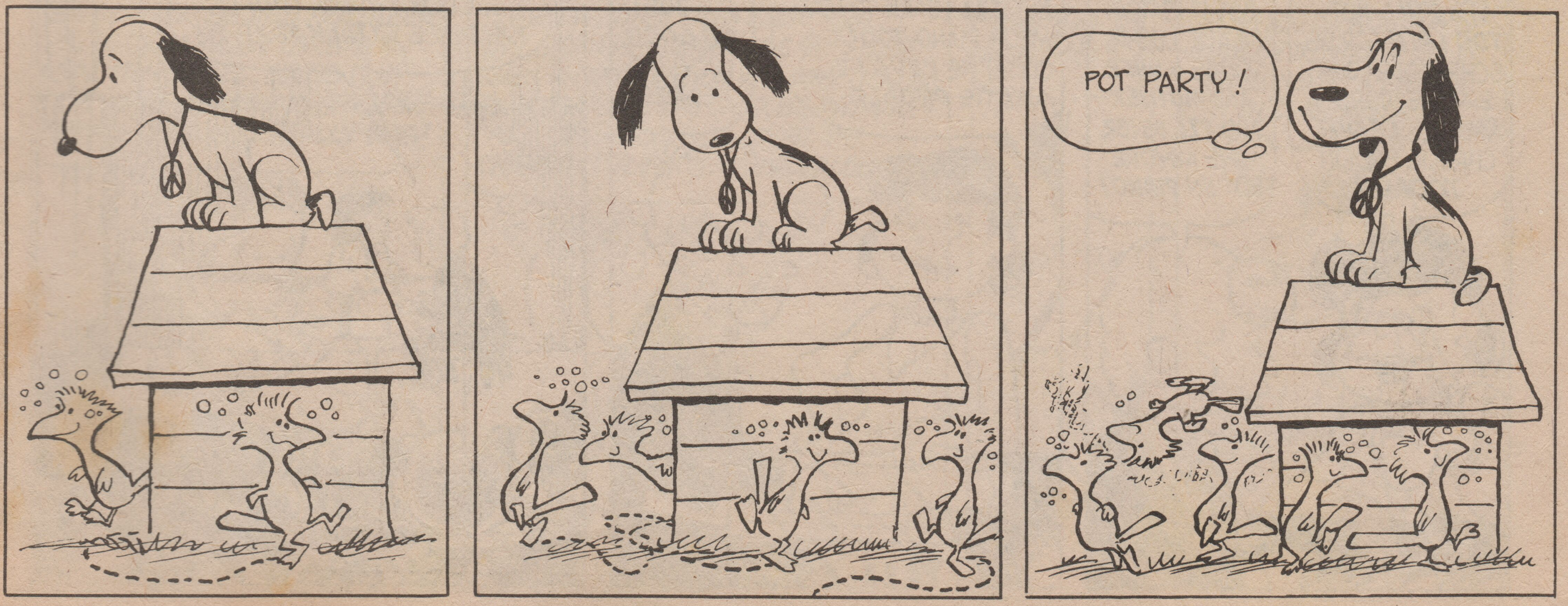

SCHROEDER, PERHAPS YOU HAVE A MINUTE TO...
SORRY, CHARLIE BROWN! WE'RE MASSING A SIEGE OF THE ROTC BUILDING! STARVE OUT THE FASCIST PIGS! UP AGAINST THE WALL, YOU TOOLS OF THE MILITARY-INDUSTRIAL COMPLEX! RIGHT ON!!
THIS ROCK FESTIVAL IS GROOVY, LINUS!
WAY OUT, VIOLET! WHAT SAY WE SPLIT AT INTERMISSION AND GO MAKE OUT IN THE WOODS?

at the age of 19

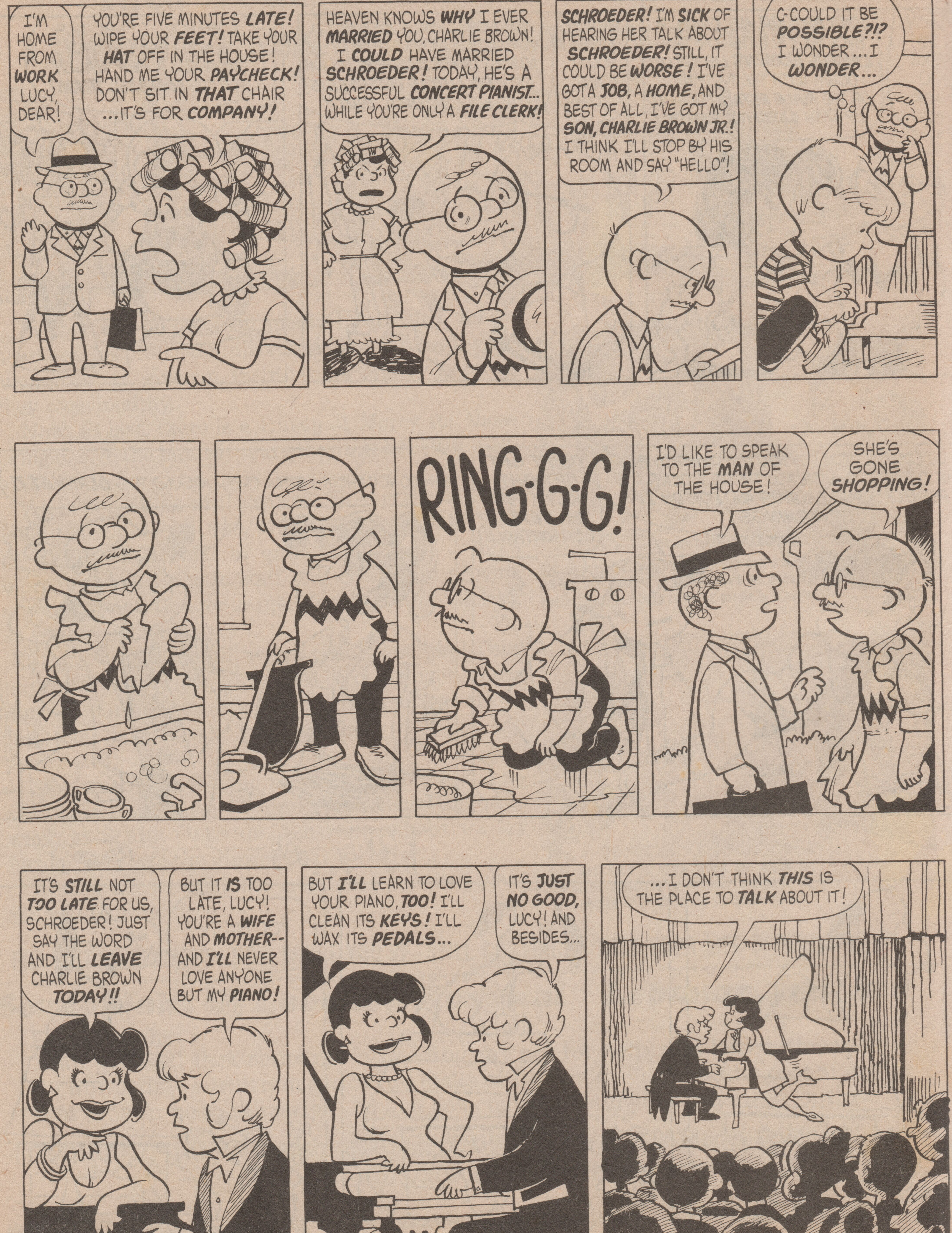

LUCY, I'D LIKE TO ASK YOU--
DON'T **BOTHER** ME, CHARLIE BROWN! I'M LATE FOR THE **CAMPUS WOMEN'S LIB RALLY!** DOWN WITH THE TYRANNY OF THE **MALE ESTABLISHMENT!** UP WITH **WOMEN'S RIGHTS!**
PIGPEN, MAYBE YOU'D WANT TO--
NOT NOW, CHARLIE BROWN! I'M CONDUCTING A ONE-MAN **FILTH-IN** AGAINST **LEVER BROTHERS!** DOWN WITH **POLLUTING DETERGENTS!** UP WITH **NATURAL DIRT!!**
SOMEHOW, I FEEL THIS IS **NOT** THE TIME TO ORGANIZE A **PEP RALLY** FOR THE **FOOTBALL TEAM!**


I'D **LOVE** TO, BUT IT'S **TOO UNCOMFORTABLE** IN THE WOODS WITH ALL THOSE **ROCKS** AND **PEBBLES** AND **ACORNS** AND **POISON IVY** AND **THINGS!**
DON'T GET UPTIGHT, VIOLET! WE'LL BE **VERY COMFORTABLE!**
WHY DO YOU THINK I **STILL** CARRY AROUND THIS **BLANKET?!**

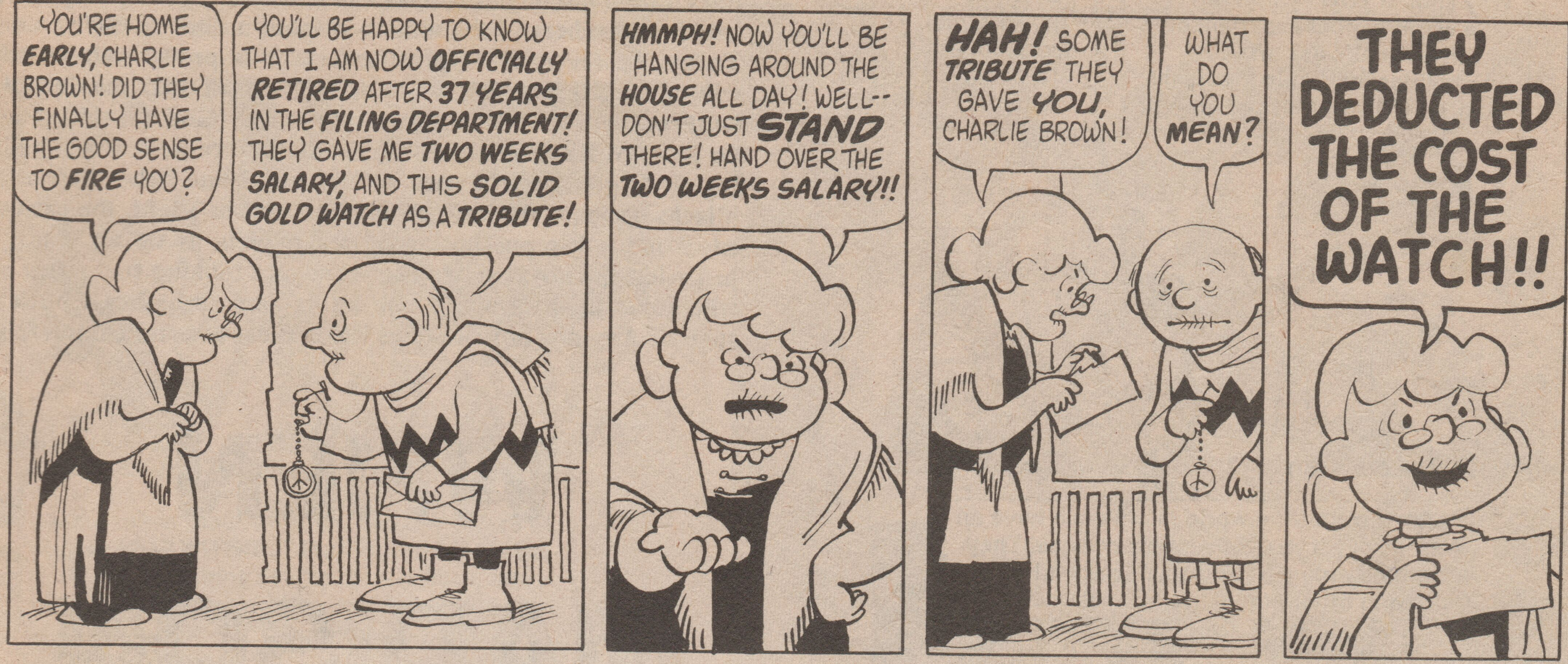


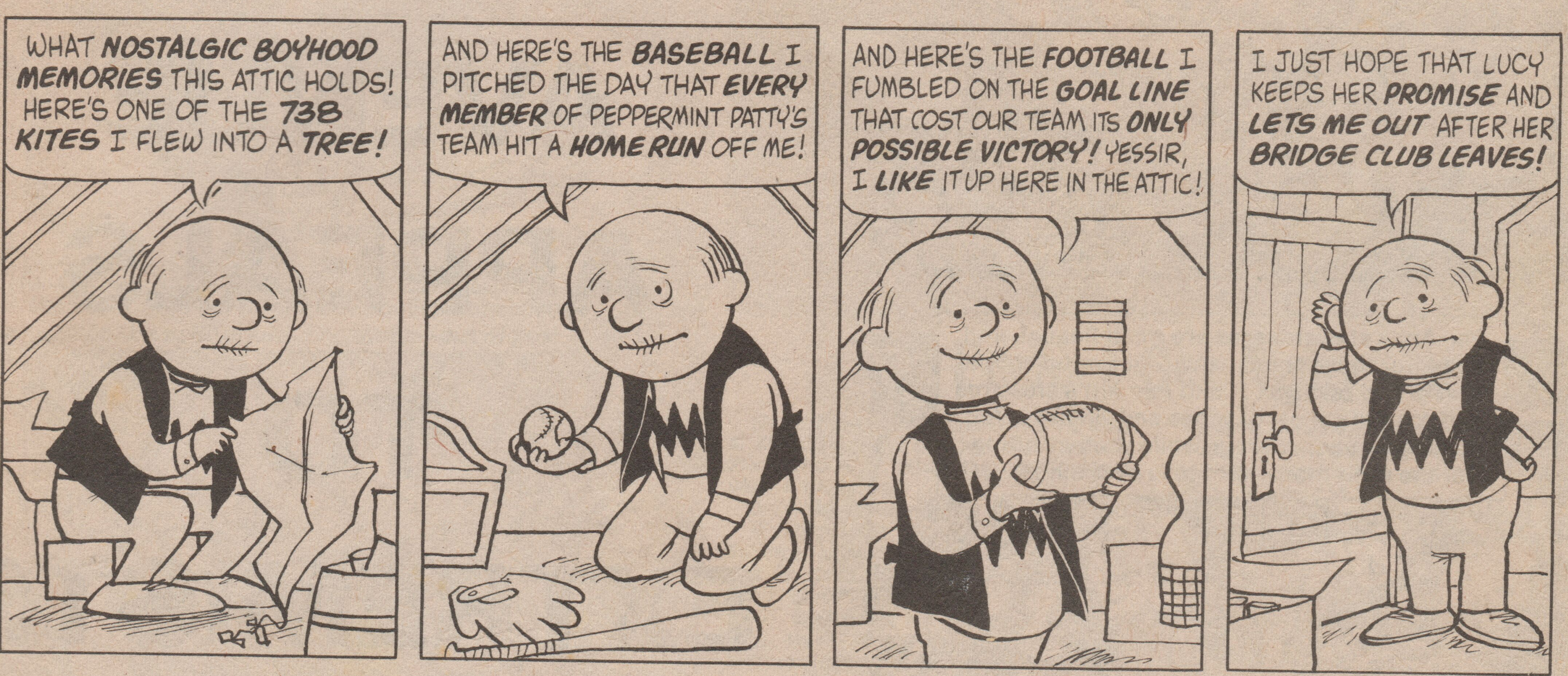


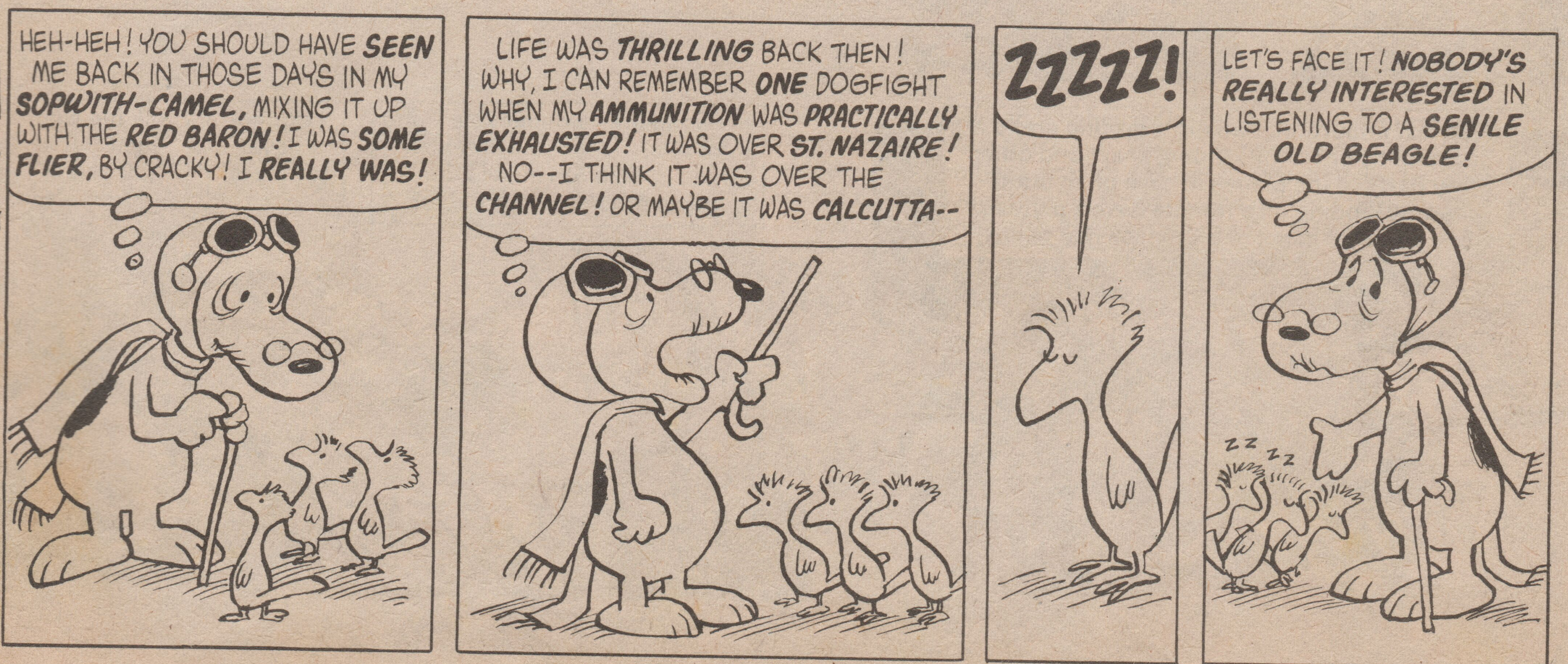
PEANUTS...at the age of 35


I'M HOME FROM WORK LUCY, DEAR!
YOU'RE FIVE MINUTES LATE! WIPE YOUR FEET! TAKE YOUR HAT OFF IN THE HOUSE! HAND ME YOUR PAYCHECK! DON'T SIT IN THAT CHAIR ...IT'S FOR COMPANY!
HEAVEN KNOWS WHY I EVER MARRIED YOU, CHARLIE BROWN! I COULD HAVE MARRIED SCHROEDER! TODAY, HE'S A SUCCESSFUL CONCERT PIANIST... WHILE YOU'RE ONLY A FILE CLERK!
SCHROEDER! I'M SICK OF HEARING HER TALK ABOUT SCHROEDER! STILL, IT COULD BE WORSE! I'VE GOT A JOB, A HOME, AND BEST OF ALL, I'VE GOT MY SON, CHARLIE BROWN JR.! I THINK I'LL STOP BY HIS ROOM AND SAY "HELLO"!
C-COULD IT BE POSSIBLE?!? I WONDER... I WONDER...
RING-G-G!
I'D LIKE TO SPEAK TO THE MAN OF THE HOUSE!
SHE'S GONE SHOPPING!
IT'S STILL NOT TOO LATE FOR US, SCHROEDER! JUST SAY THE WORD AND I'LL LEAVE CHARLIE BROWN TODAY!!
BUT IT IS TOO LATE, LUCY! YOU'RE A WIFE AND MOTHER-- AND I'LL NEVER LOVE ANYONE BUT MY PIANO!
BUT I'LL LEARN TO LOVE YOUR PIANO, TOO! I'LL CLEAN ITS KEYS! I'LL WAX ITS PEDALS...
IT'S JUST NO GOOD, LUCY! AND BESIDES...
...I DON'T THINK THIS IS THE PLACE TO TALK ABOUT IT!

PEANUTS...at the age of 65


YOU'RE HOME EARLY, CHARLIE BROWN! DID THEY FINALLY HAVE THE GOOD SENSE TO FIRE YOU?
YOU'LL BE HAPPY TO KNOW THAT I AM NOW OFFICIALLY RETIRED AFTER 37 YEARS IN THE FILING DEPARTMENT! THEY GAVE ME TWO WEEKS SALARY, AND THIS SOLID GOLD WATCH AS A TRIBUTE!
HMMPH! NOW YOU'LL BE HANGING AROUND THE HOUSE ALL DAY! WELL-- DON'T JUST STAND THERE! HAND OVER THE TWO WEEKS SALARY!!
HAH! SOME TRIBUTE THEY GAVE YOU, CHARLIE BROWN!
WHAT DO YOU MEAN?
THEY DEDUCTED THE COST OF THE WATCH!!


WHAT NOSTALGIC BOYHOOD MEMORIES THIS ATTIC HOLDS! HERE'S ONE OF THE 738 KITES I FLEW INTO A TREE!
AND HERE'S THE BASEBALL I PITCHED THE DAY THAT EVERY MEMBER OF PEPPERMINT PATTY'S TEAM HIT A HOME RUN OFF ME!
AND HERE'S THE FOOTBALL I FUMBLED ON THE GOAL LINE THAT COST OUR TEAM ITS ONLY POSSIBLE VICTORY! YESSIR, I LIKE IT UP HERE IN THE ATTIC!
I JUST HOPE THAT LUCY KEEPS HER PROMISE AND LETS ME OUT AFTER HER BRIDGE CLUB LEAVES!


HEH-HEH! YOU SHOULD HAVE SEEN ME BACK IN THOSE DAYS IN MY SOPWITH-CAMEL, MIXING IT UP WITH THE RED BARON! I WAS SOME FLIER, BY CRACKY! I REALLY WAS!
LIFE WAS THRILLING BACK THEN! WHY, I CAN REMEMBER ONE DOGFIGHT WHEN MY AMMUNITION WAS PRACTICALLY EXHAUSTED! IT WAS OVER ST. NAZAIRE! NO--I THINK IT WAS OVER THE CHANNEL! OR MAYBE IT WAS CALCUTTA--
ZZZZZ!
LET'S FACE IT! NOBODY'S REALLY INTERESTED IN LISTENING TO A SENILE OLD BEAGLE!

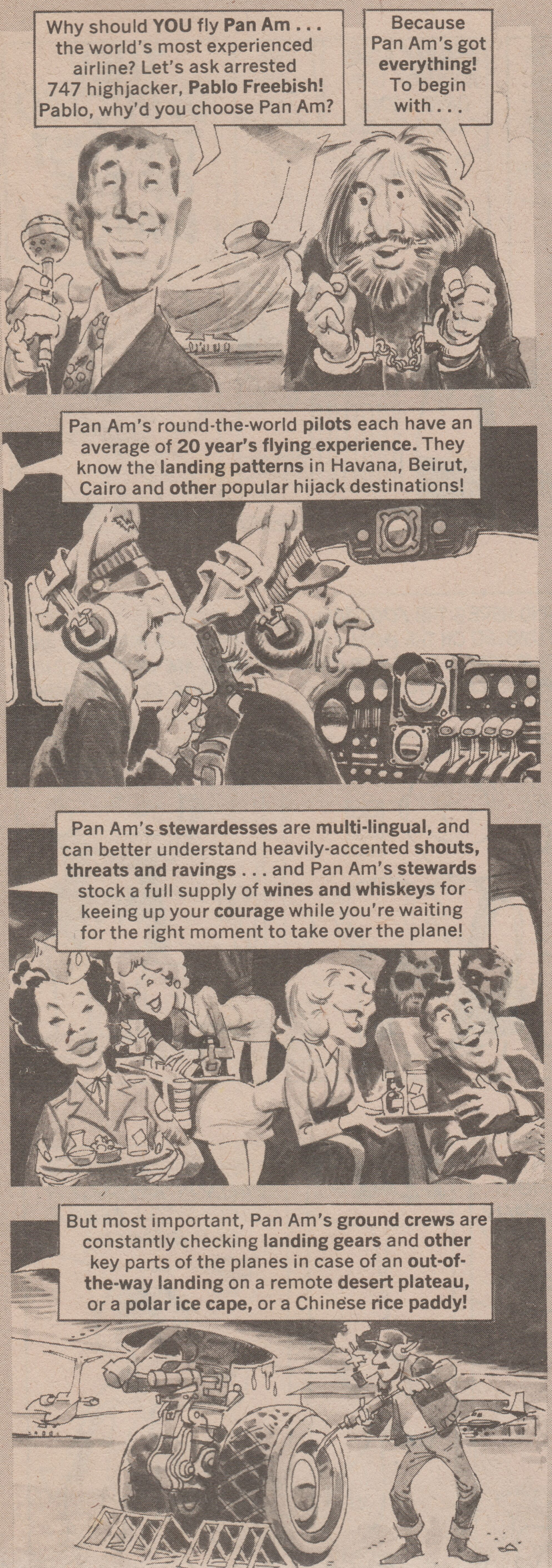
HARD-CORE-SELL DEPT.

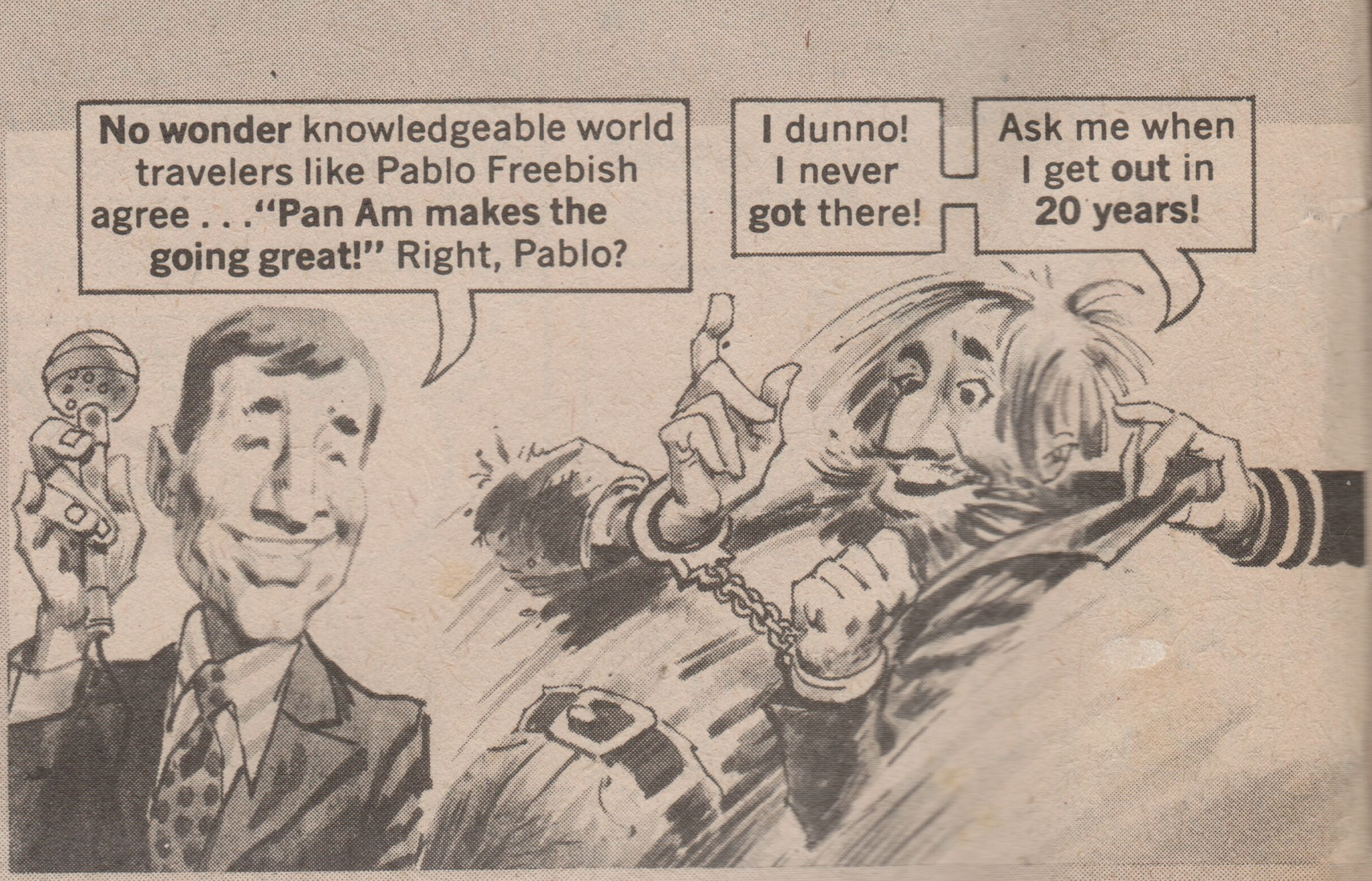
Back in the old days, radicals and extremists were poor, downtrodden members of the masses without a dime to their names. Today, however, the typical extremist is pretty well-heeled—with financial backing from indulgent parents, maniac philanthropists, subversive organizations, or (God forbid!) a job. So he's got the cash to buy dynamite before he blasts a building. He's got a credit card to buy an airline ticket before he hijacks a plane. Whether on the Far Left or Right, the extremist of today has purchasing power. Which, as we all know, is just what the boys on Madison Ave. are looking for! After all, who cares about a man's politics as long as he has a buck to spend!? Any day now we'll be seeing these ads and commercials

WHEN MADISON AVENUE APPEALS TO EXTREMISTS

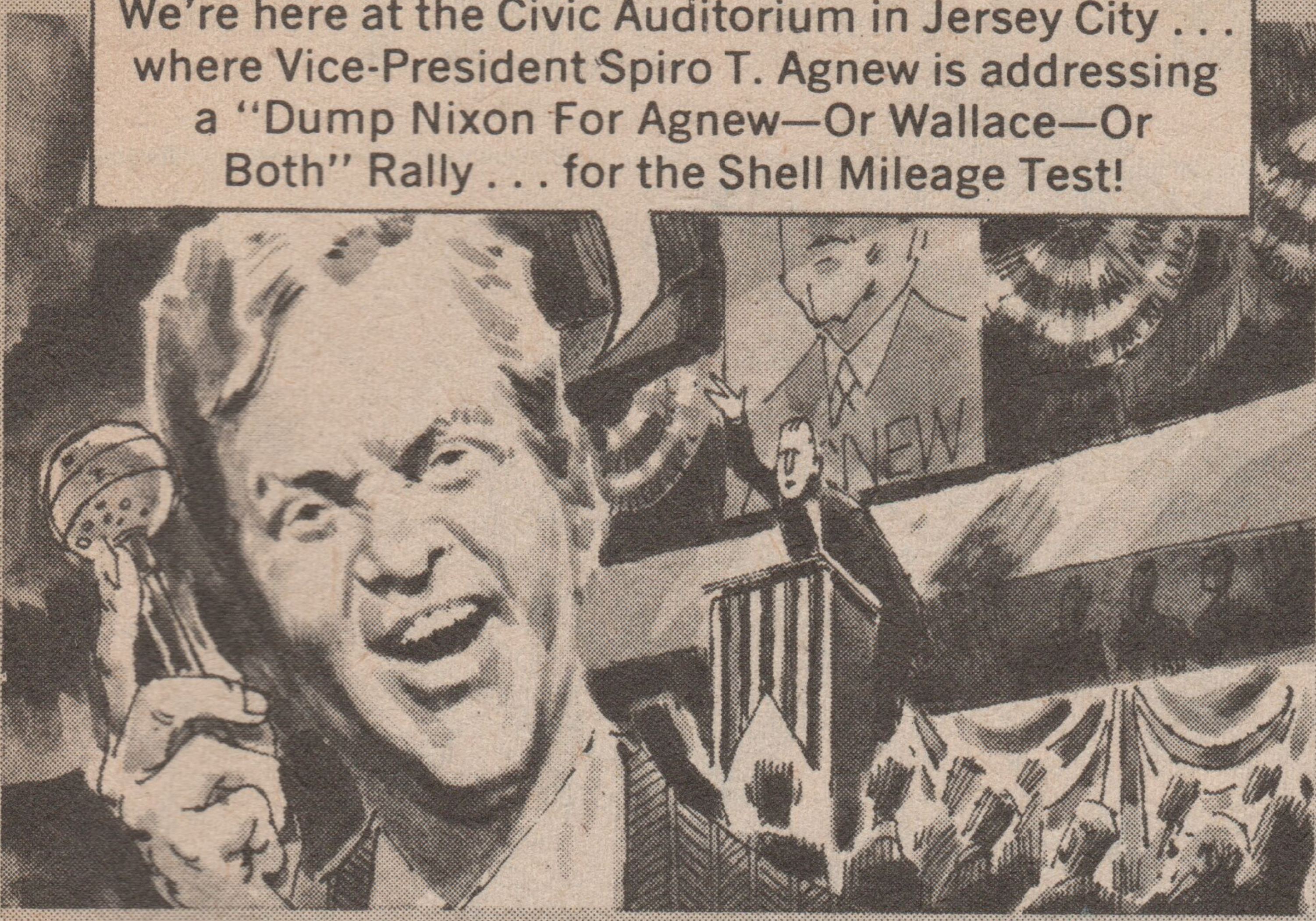
ARTIST: JACK RICKARD WRITER: FRANK JACOBS

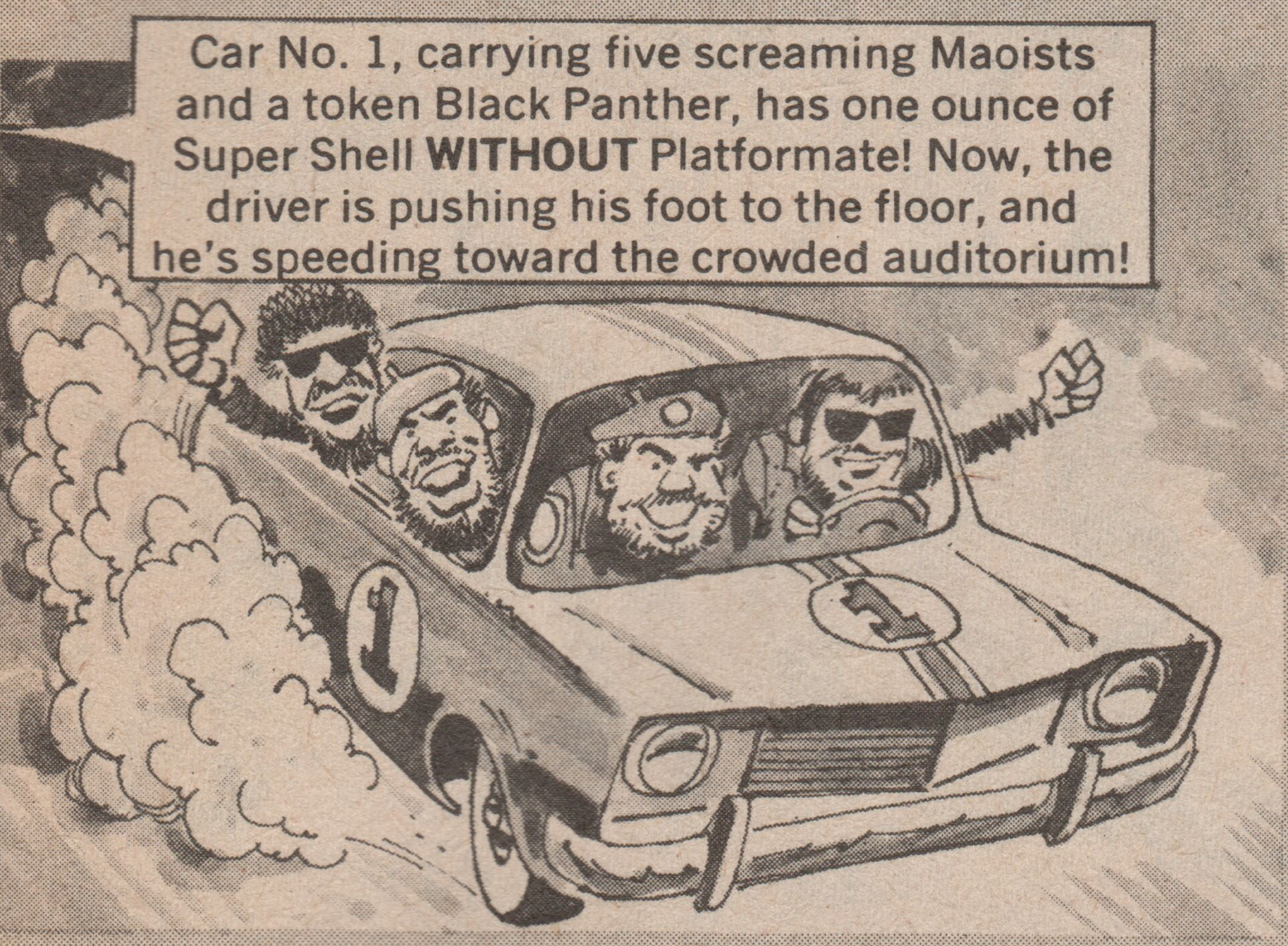
THE AIRLINE AD ON TV

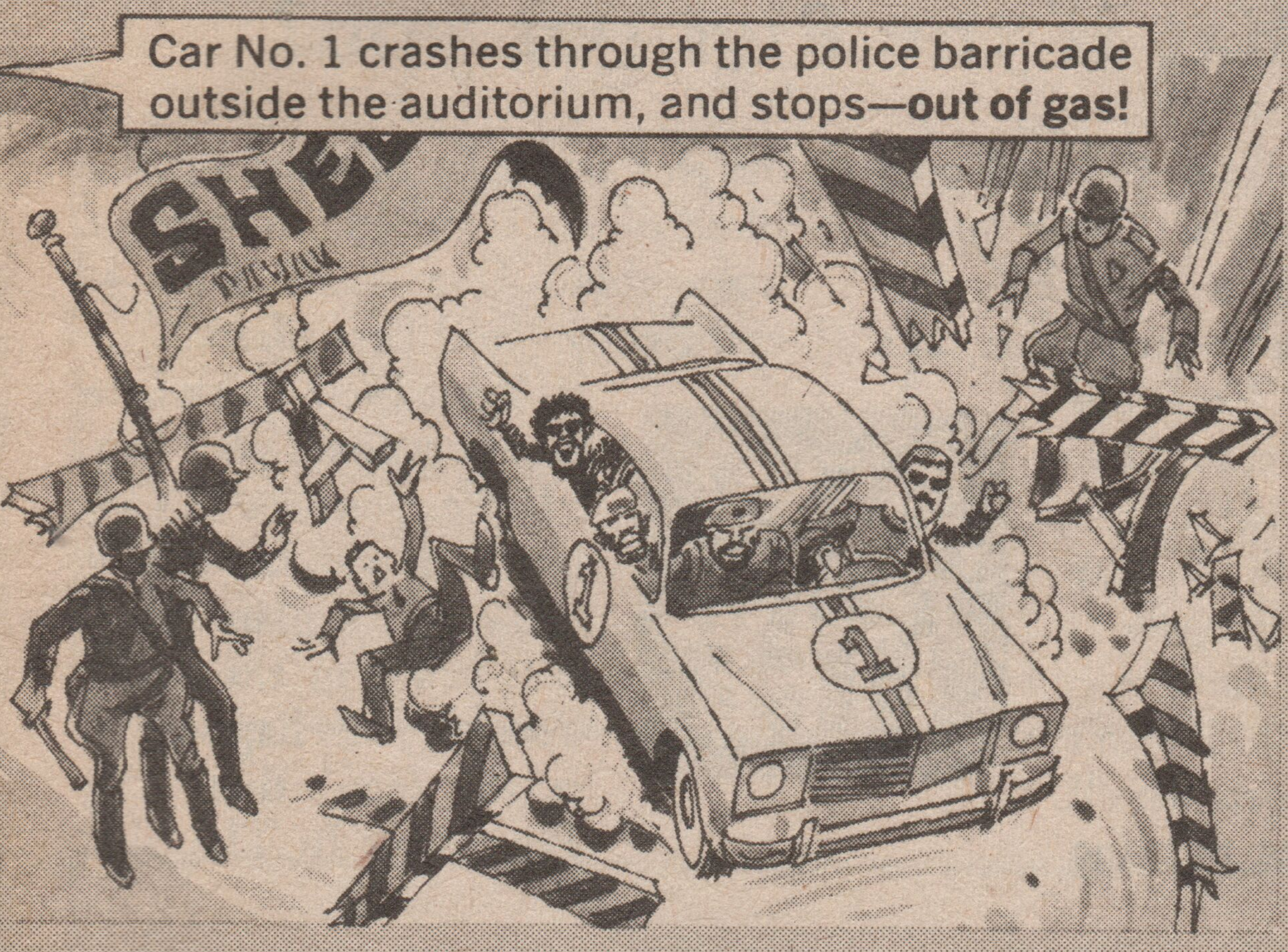

Why should **YOU** fly **Pan Am** . . . the world's most experienced airline? Let's ask arrested 747 highjacker, **Pablo Freebish!** Pablo, why'd you choose Pan Am?
Because Pan Am's got **everything!** To begin with . . .
Pan Am's round-the-world **pilots** each have an average of **20 year's flying experience.** They know the **landing patterns** in Havana, Beirut, Cairo and **other** popular hijack destinations!
Pan Am's **stewardesses** are **multi-lingual,** and can better understand heavily-accented **shouts, threats and ravings** . . . and Pan Am's **stewards** stock a full supply of **wines and whiskeys** for keeing up your **courage** while you're waiting for the right moment to take over the plane!
But most important, Pan Am's **ground crews** are constantly checking **landing gears** and **other** key parts of the planes in case of an **out-of-the-way landing** on a remote **desert plateau,** or a **polar ice cape,** or a Chinese **rice paddy!**

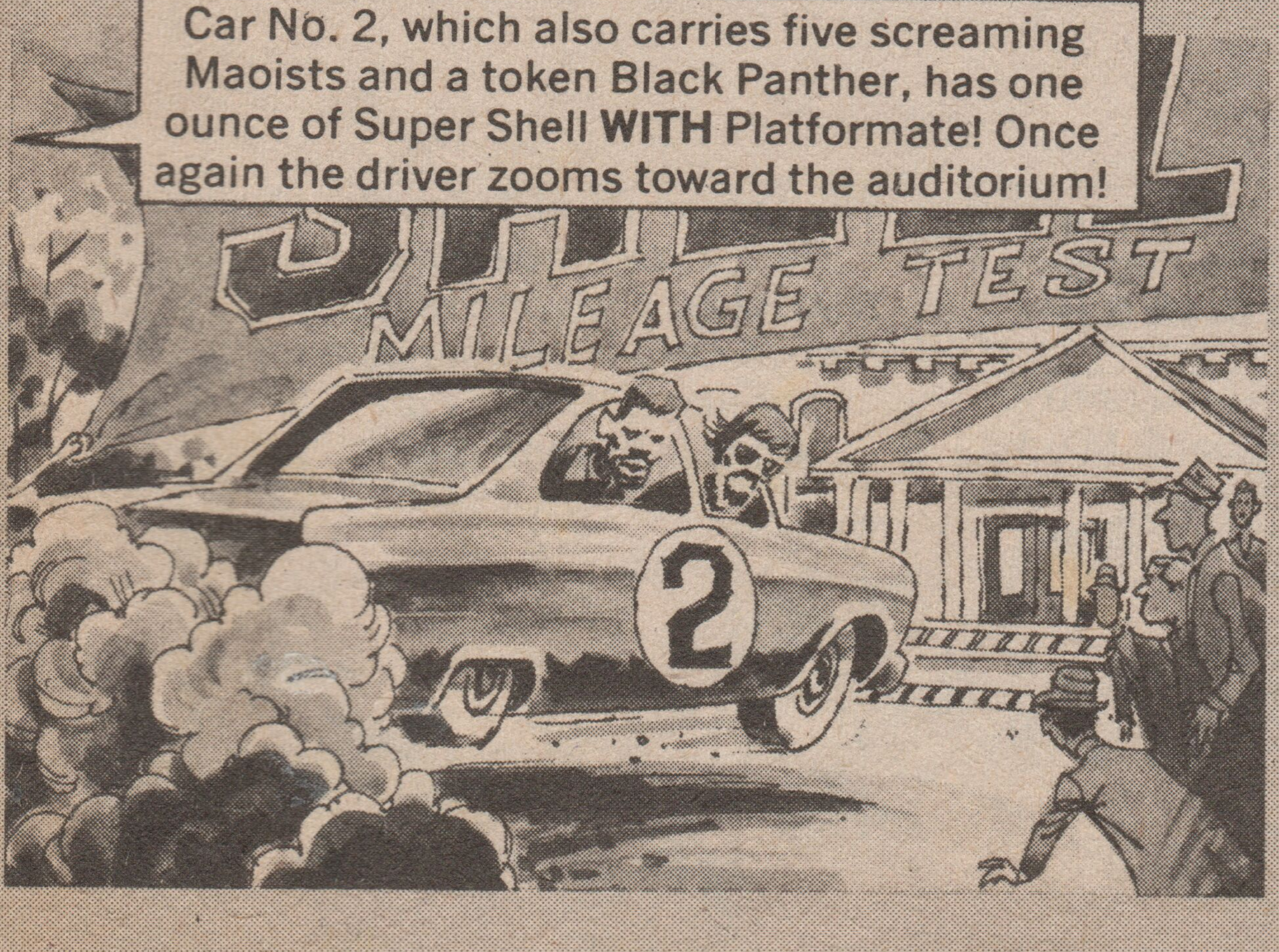

No wonder knowledgeable world travelers like Pablo Freebish agree . . .**"Pan Am makes the going great!"** Right, Pablo?
I dunno! I never got there!
Ask me when I get out in 20 years!

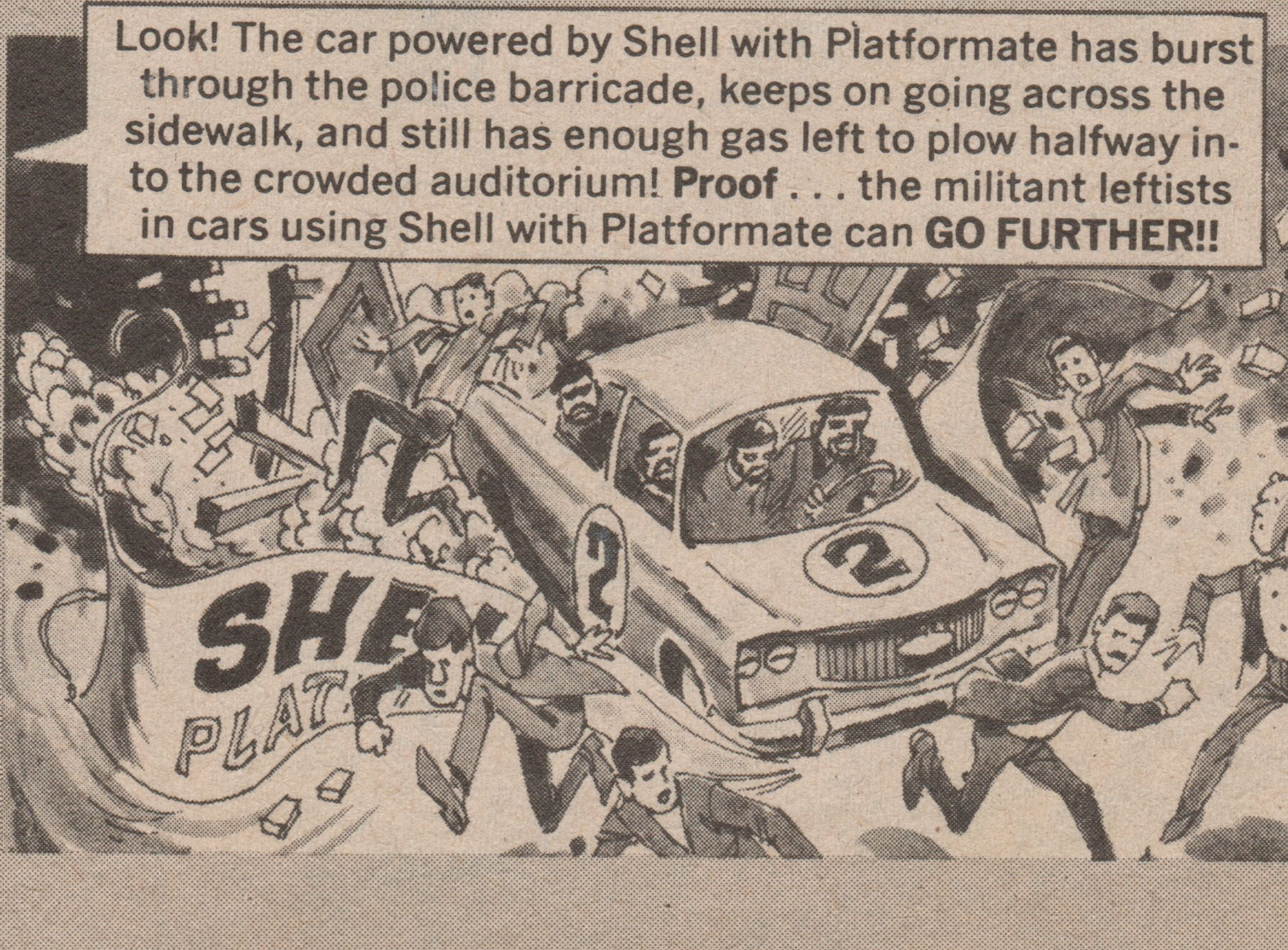
THE GASOLINE AD ON TV


We're here at the Civic Auditorium in Jersey City . . . where Vice-President Spiro T. Agnew is addressing a "Dump Nixon For Agnew—Or Wallace—Or Both" Rally . . . for the Shell Mileage Test!

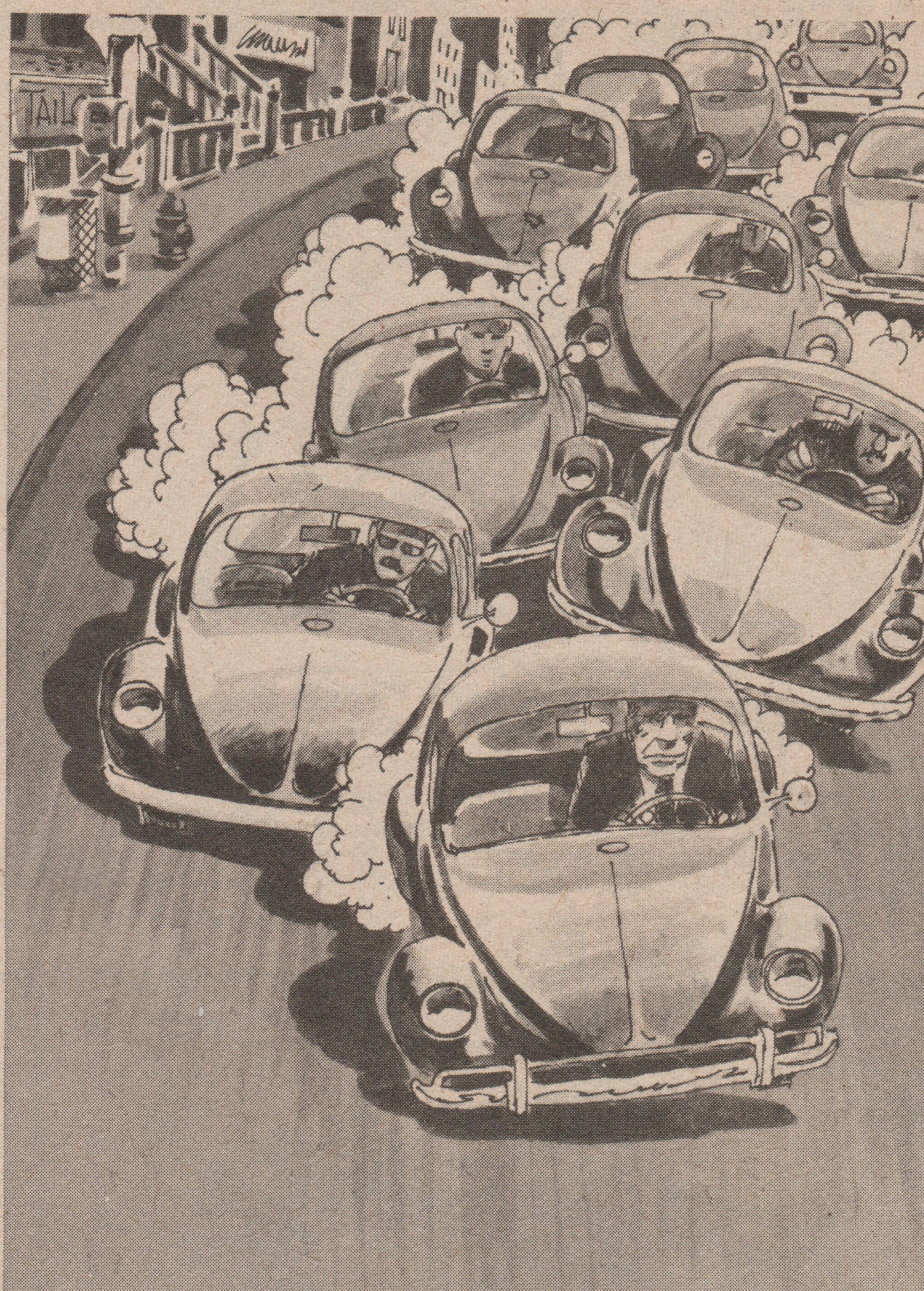

Car No. 1, carrying five screaming Maoists and a token Black Panther, has one ounce of Super Shell **WITHOUT** Platformate! Now, the driver is pushing his foot to the floor, and he's speeding toward the crowded auditorium!


Car No. 1 crashes through the police barricade outside the auditorium, and stops—**out of gas!**


Car No. 2, which also carries five screaming Maoists and a token Black Panther, has one ounce of Super Shell **WITH** Platformate! Once again the driver zooms toward the auditorium!


Look! The car powered by Shell with Platformate has burst through the police barricade, keeps on going across the sidewalk, and still has enough gas left to plow halfway into the crowded auditorium! **Proof** . . . the militant leftists in cars using Shell with Platformate can **GO FURTHER!!**

THE CAR AD IN MAGAZINES



The Perfect Get-Away Car

One of these Volkswagens contains a band of KKK night-riders who just dynamited the house of a black family that moved into a white neighborhood.

But which Volkswagen?

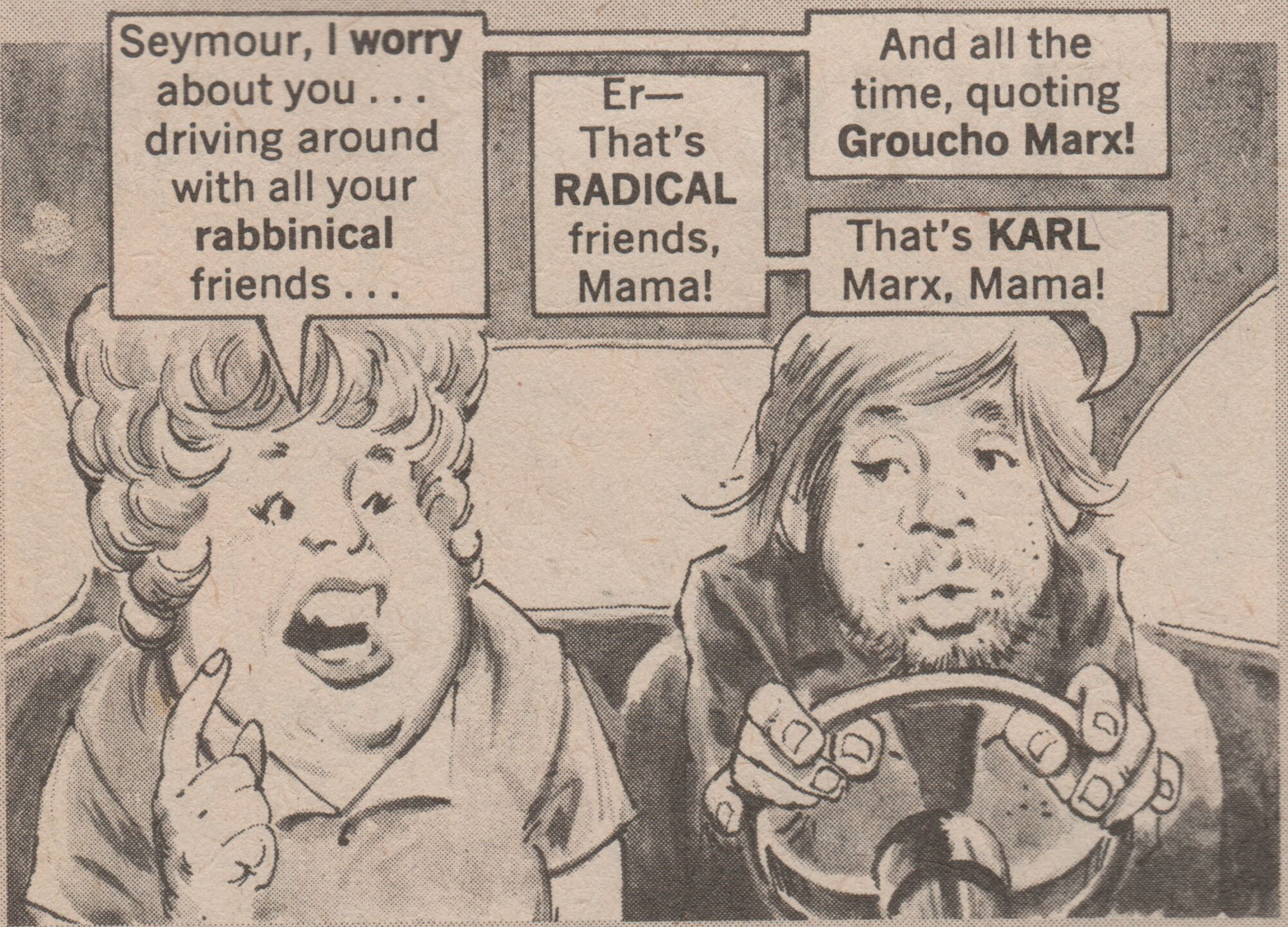
It's impossible to tell! Because every Volkswagen looks like a million others! For over 25 years, we've been turning out the same ugly model.

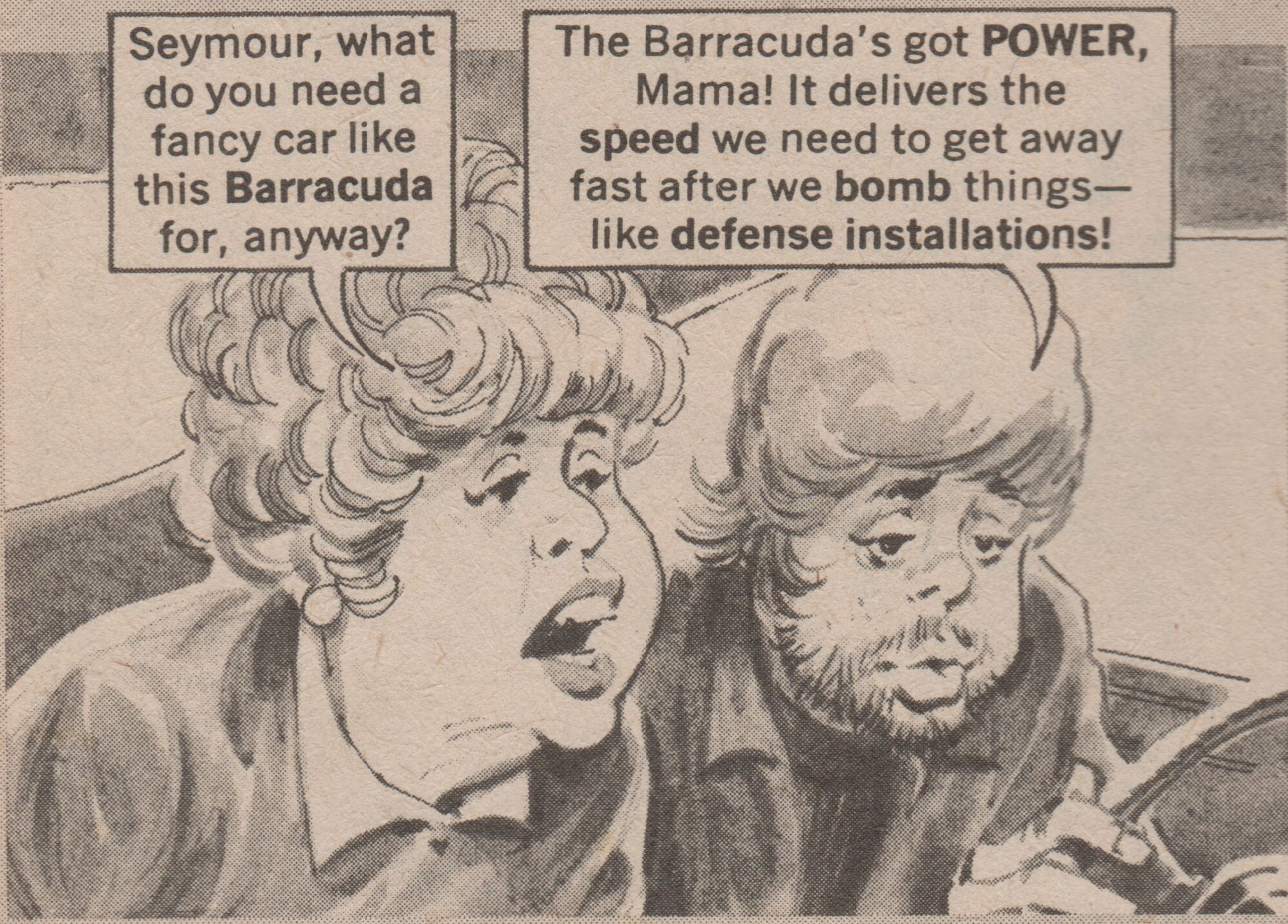
The night-riders are making a safe get-away, secure in the knowledge that even if their car were identified as a Volkswagen, it would be impossible to discover which Volkswagen! So—fear not, white supremacists and vigilantes! Continue to protect your clean, white, holy way of life!

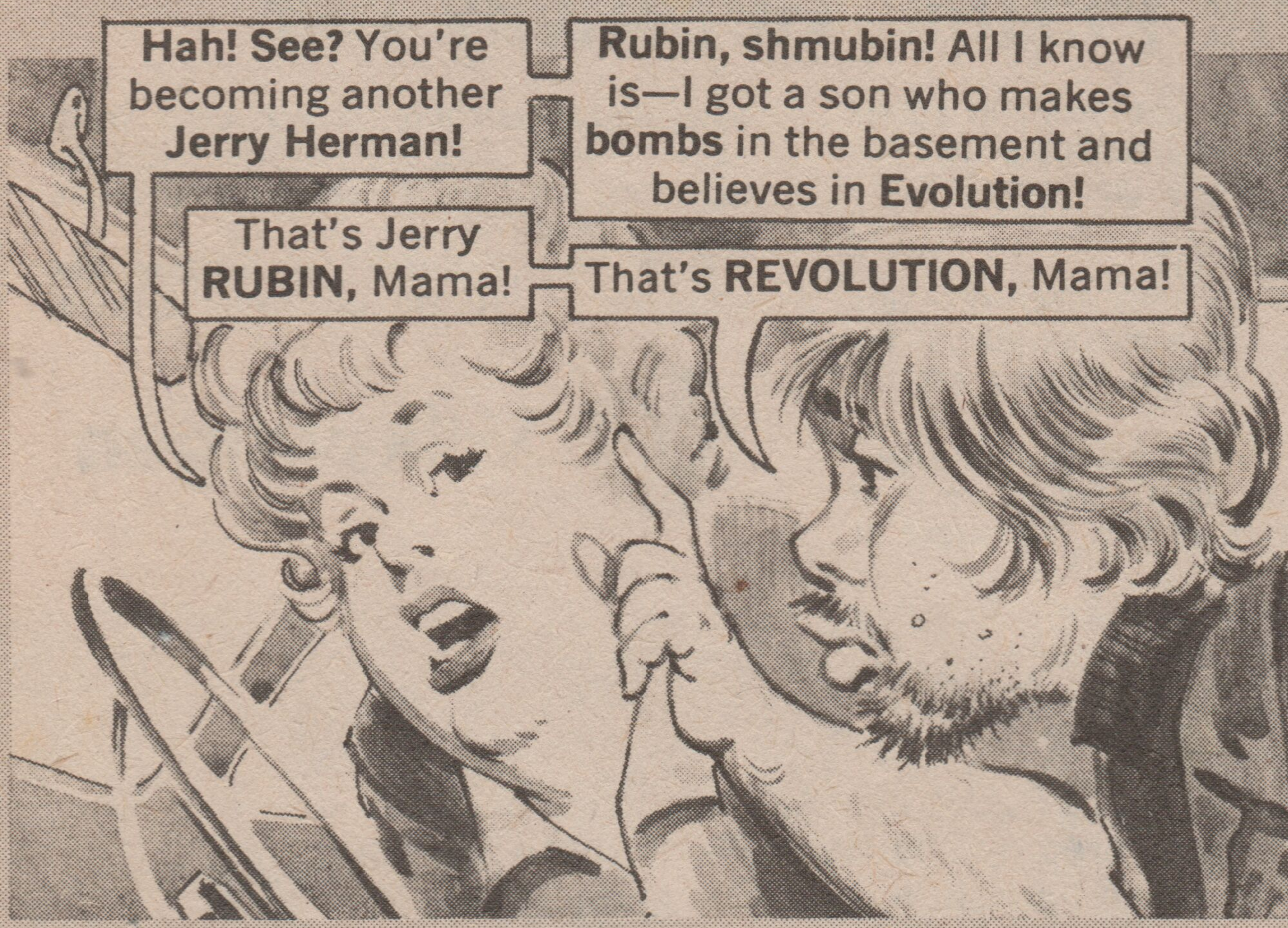
Bomb, burn, murder and destroy like Hitler did . . . in the car Hitler invented!

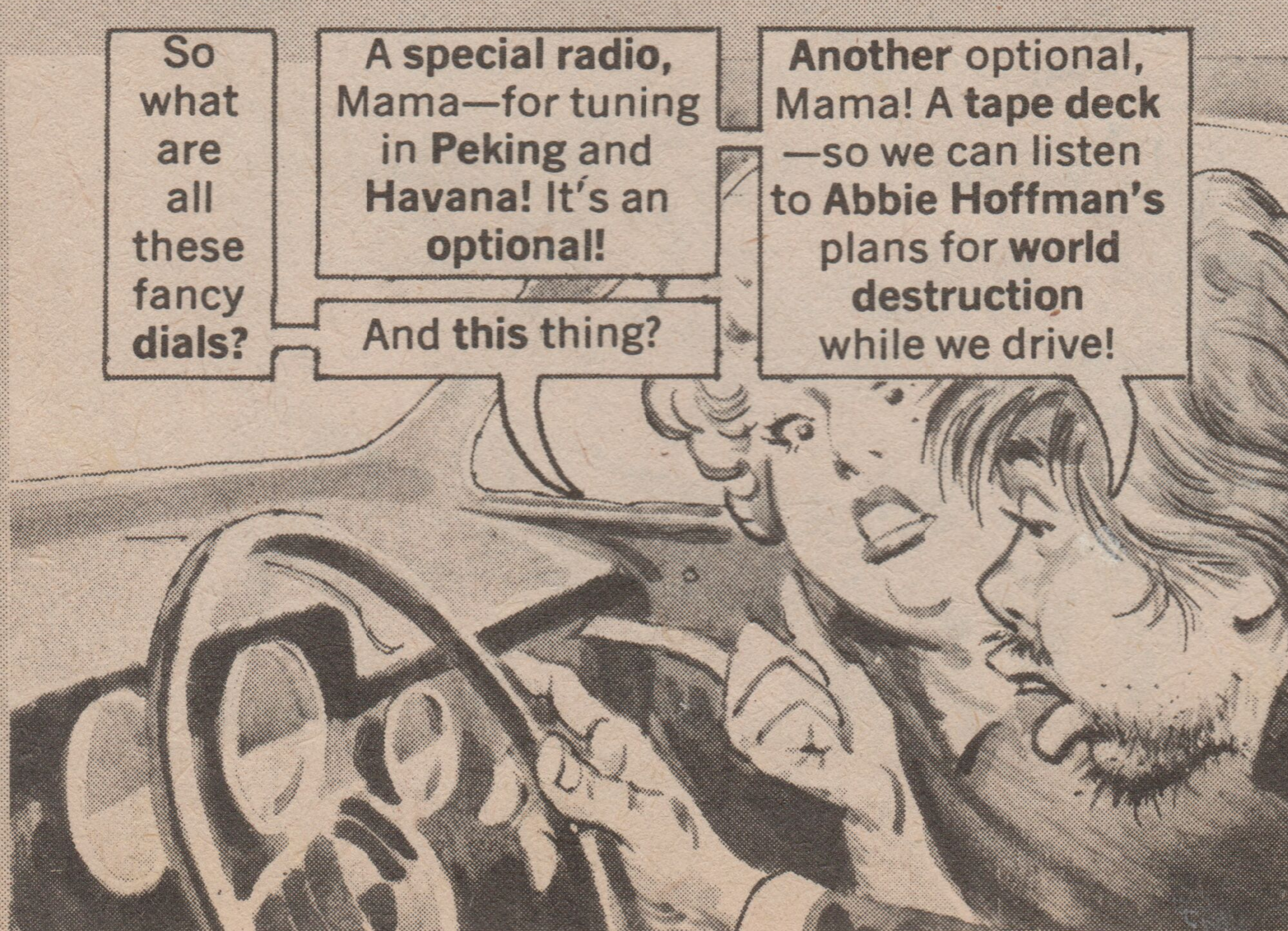
Volkswagen

THE CAR AD ON TV

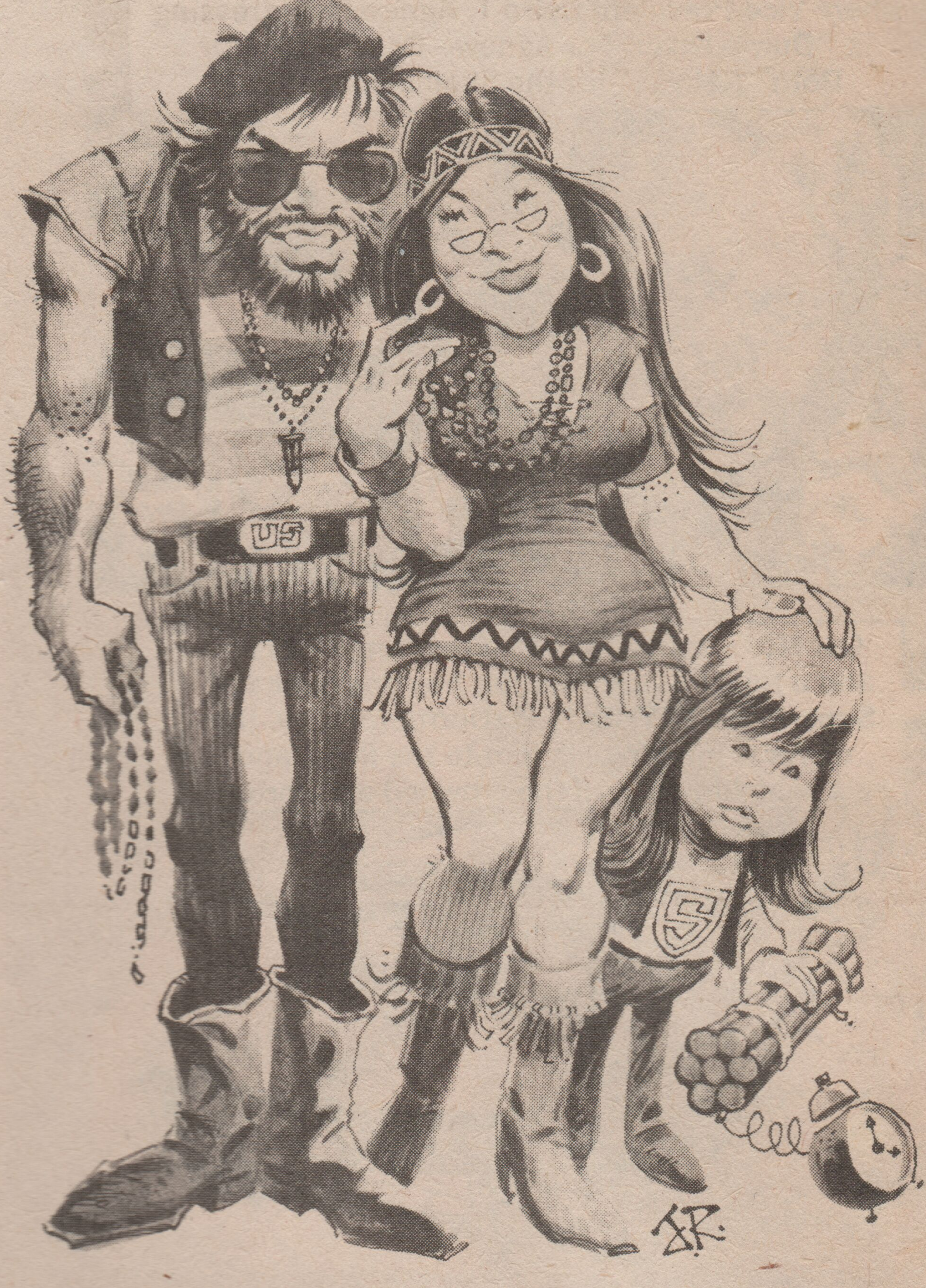

Seymour, I **worry** about you . . . driving around with all your **rabbinical** friends . . .
Er— That's **RADICAL** friends, Mama!
And all the time, quoting **Groucho Marx!**
That's **KARL** Marx, Mama!


Seymour, what do you need a fancy car like this **Barracuda** for, anyway?
The Barracuda's got **POWER,** Mama! It delivers the **speed** we need to get away fast after we **bomb** things— like **defense installations!**


Hah! See? You're becoming another **Jerry Herman!**
That's Jerry **RUBIN,** Mama!
Rubin, shmubin! All I know is—I got a son who makes **bombs** in the basement and believes in **Evolution!**
That's **REVOLUTION,** Mama!


So what are all these fancy **dials?**
A **special radio,** Mama—for tuning in **Peking** and **Havana!** It's an **optional!**
And **this** thing?
Another optional, Mama! A **tape deck** —so we can listen to **Abbie Hoffman's** plans for **world destruction** while we drive!

THE INSURANCE AD IN MAGAZINES



What if the Pigs get you?

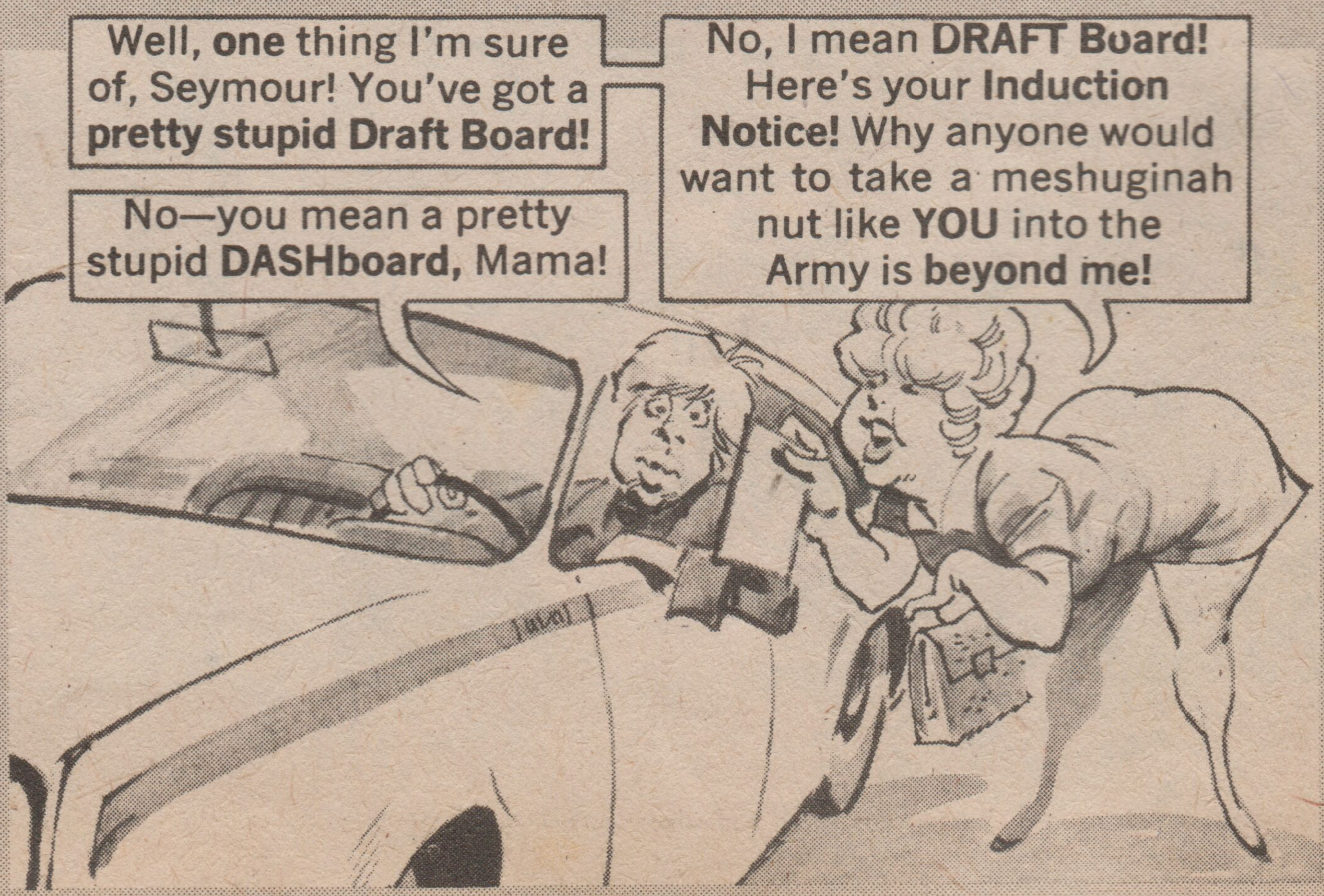
Or if a Molotov Cocktail goes off in your hands? Or if you're buried alive in a munitions factory? You won't be around to take care of *them!* Your old lady will have to raise the kid without you!

Worst of all, she may meet some square who'll want to marry her!

And your kid won't have an old man who'll teach him how to bring the war home by blowing up the Bank of America! He may never learn about Che—and Mao—and Bobby—and Bernadette!

Your New York Life Agent grooves your bag. He digs your scene. Call him. Rap with him. He'll show you a plan that'll still bring in the bread should you happen to crash into that Big Freak-Out In The Sky.

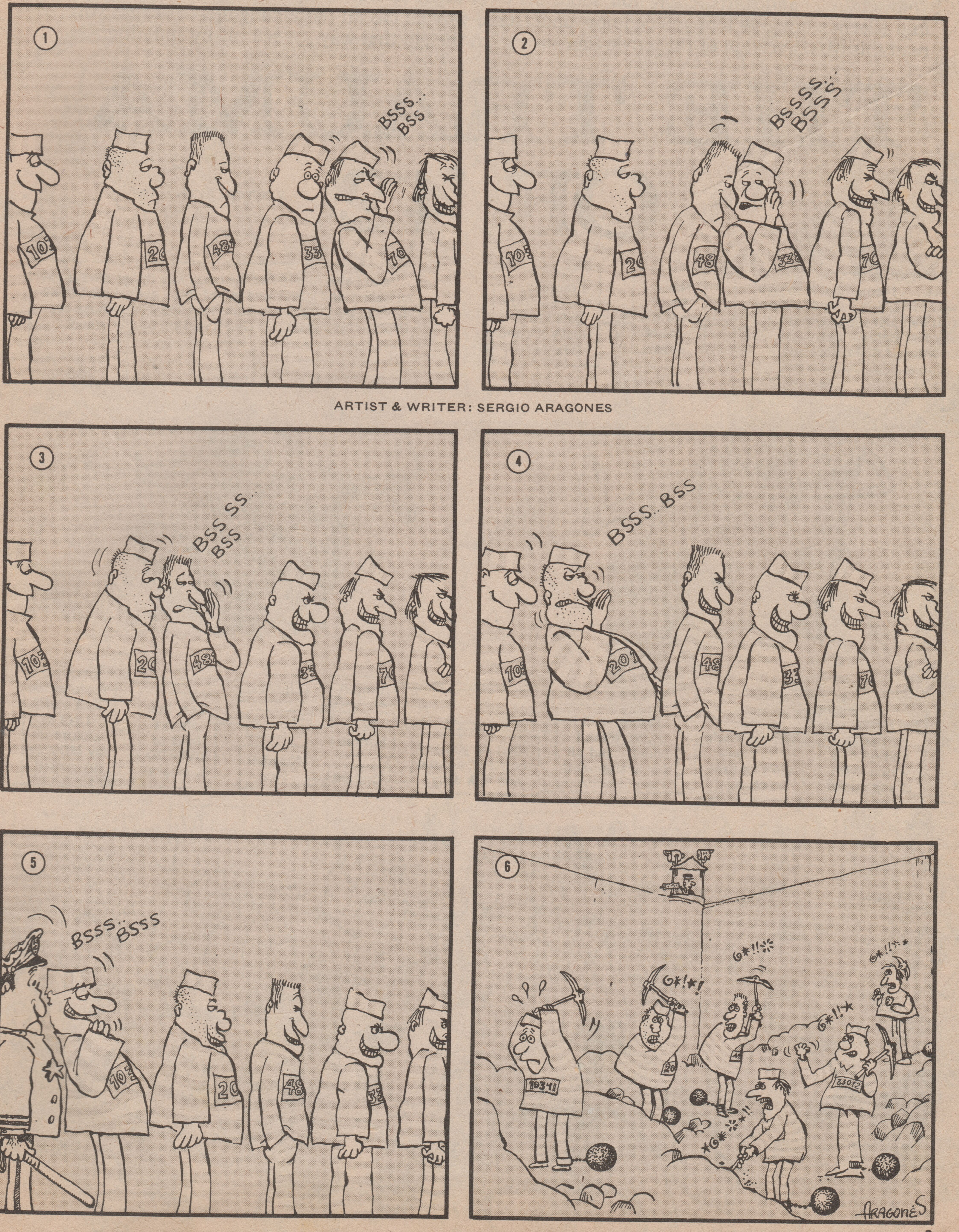
NEW YORK LIFE


Well, **one** thing I'm sure of, Seymour! You've got a **pretty stupid Draft Board!**
No—you mean a pretty stupid **DASH**board, Mama!
No, I mean **DRAFT** Board! Here's your **Induction Notice!** Why anyone would want to take a meshuginah nut like **YOU** into the Army is **beyond me!**

CON VEX DEPT.

THE GREAT ESCAPE PLOT

ARTIST & WRITER: SERGIO ARAGONES



1
BSSS...
BSS
103
20
48
33
70
2
BSSSS...
BSSS
3
BSS SS...
BSS
4
BSSS.. BSS
5
BSSS... BSSS
6
G*!!☆
G*!*!
G*!!*
G*!!*
G☆*!!
10341
33072
ARAGONÉS

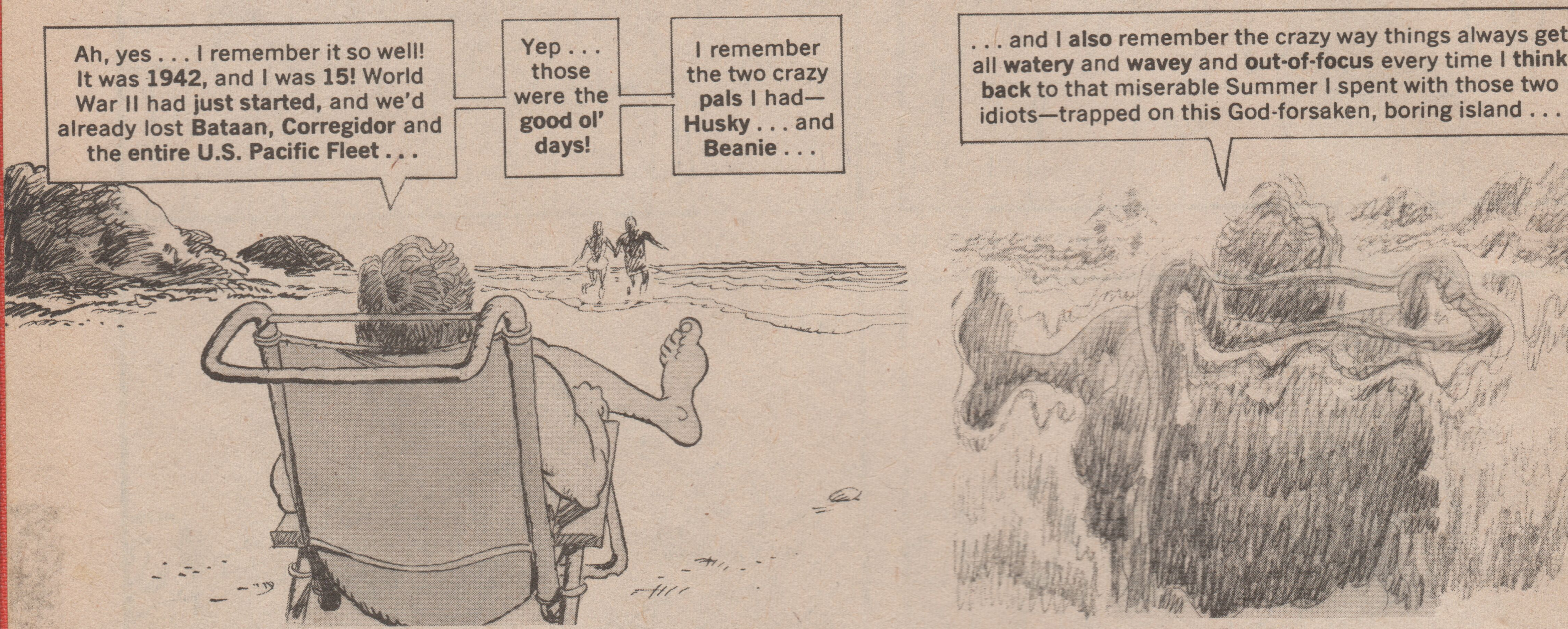
THREE TO GET READY DEPT.

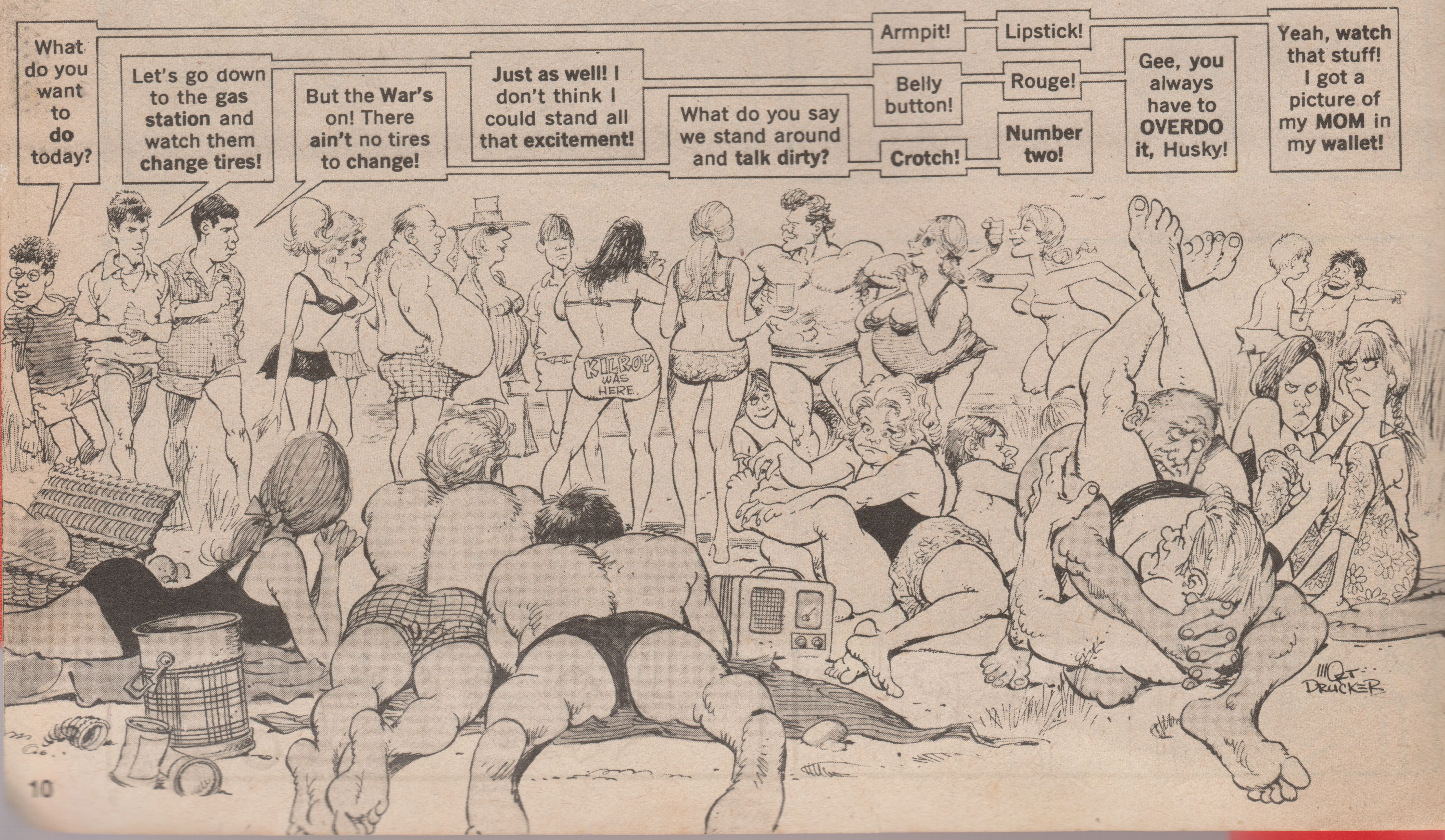
Hey, Gang! If you think your parents are uptight and inhibited now, you should have seen them when they were young. You wouldn't believe it! So the next time your old man says, "When I was your age . . ." and starts telling you about the days when he was so square, he could have slept in a Kleenex box, tell him you can now understand why he has all those hang-ups—because you read this MAD version of the movie that shows how he got that way . . . mainly by suffering . . .

THE TRAUMA OF '42

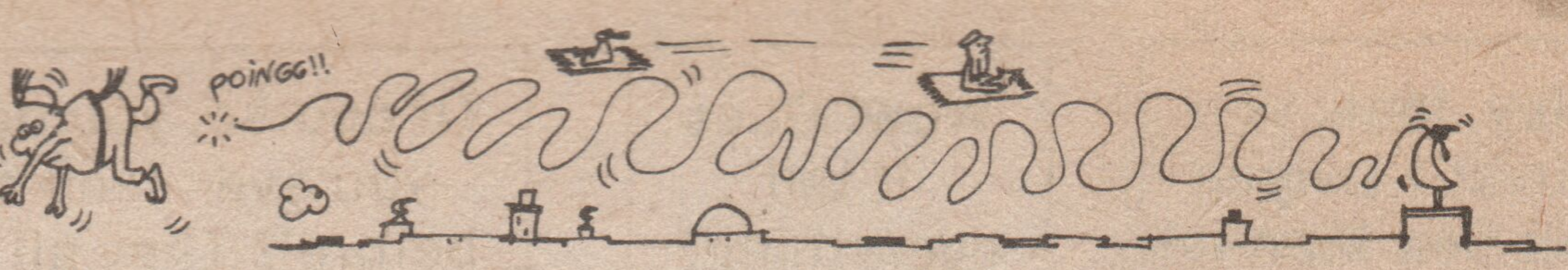
ARTIST: MORT DRUCKER

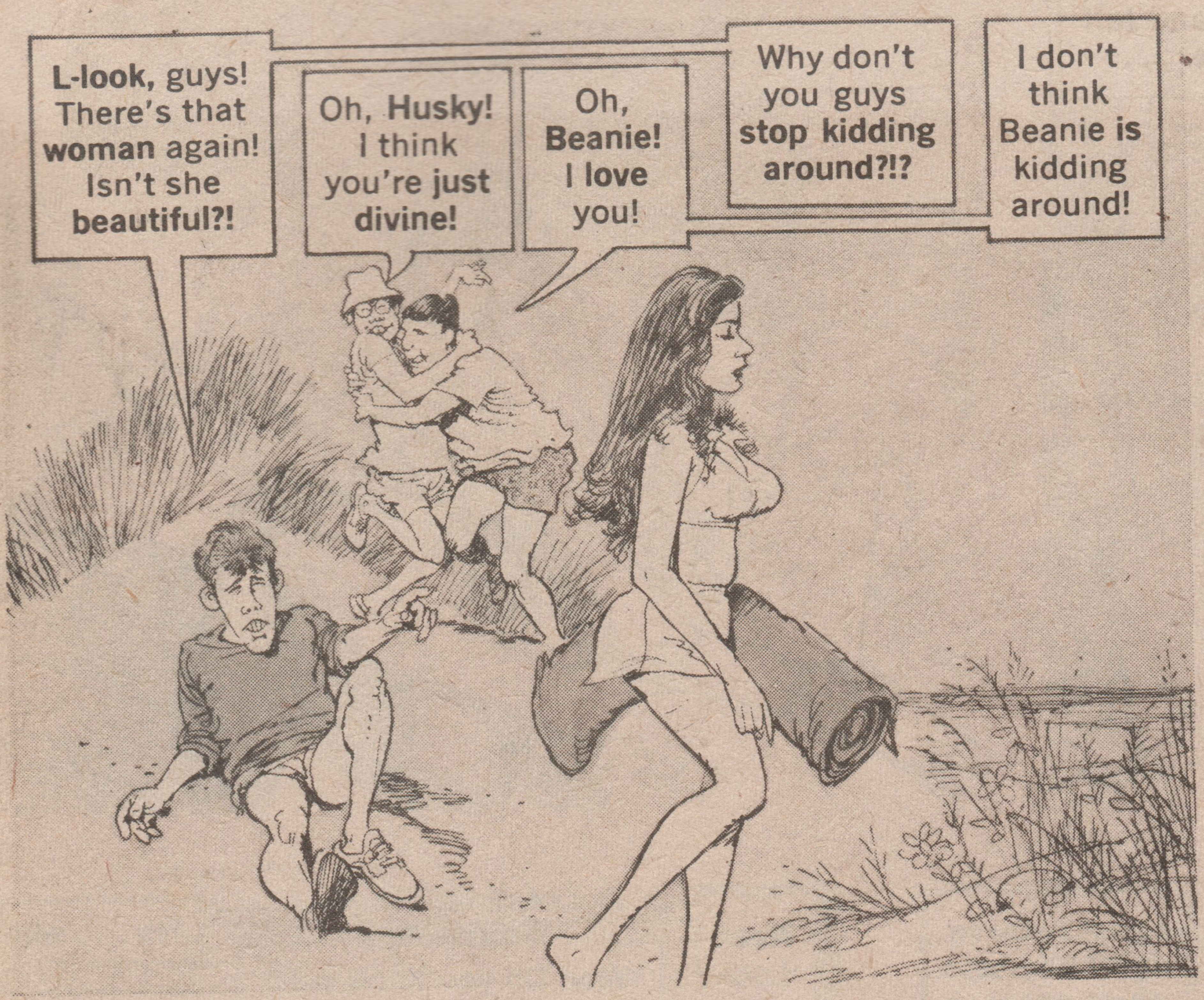
WRITER: STAN HART

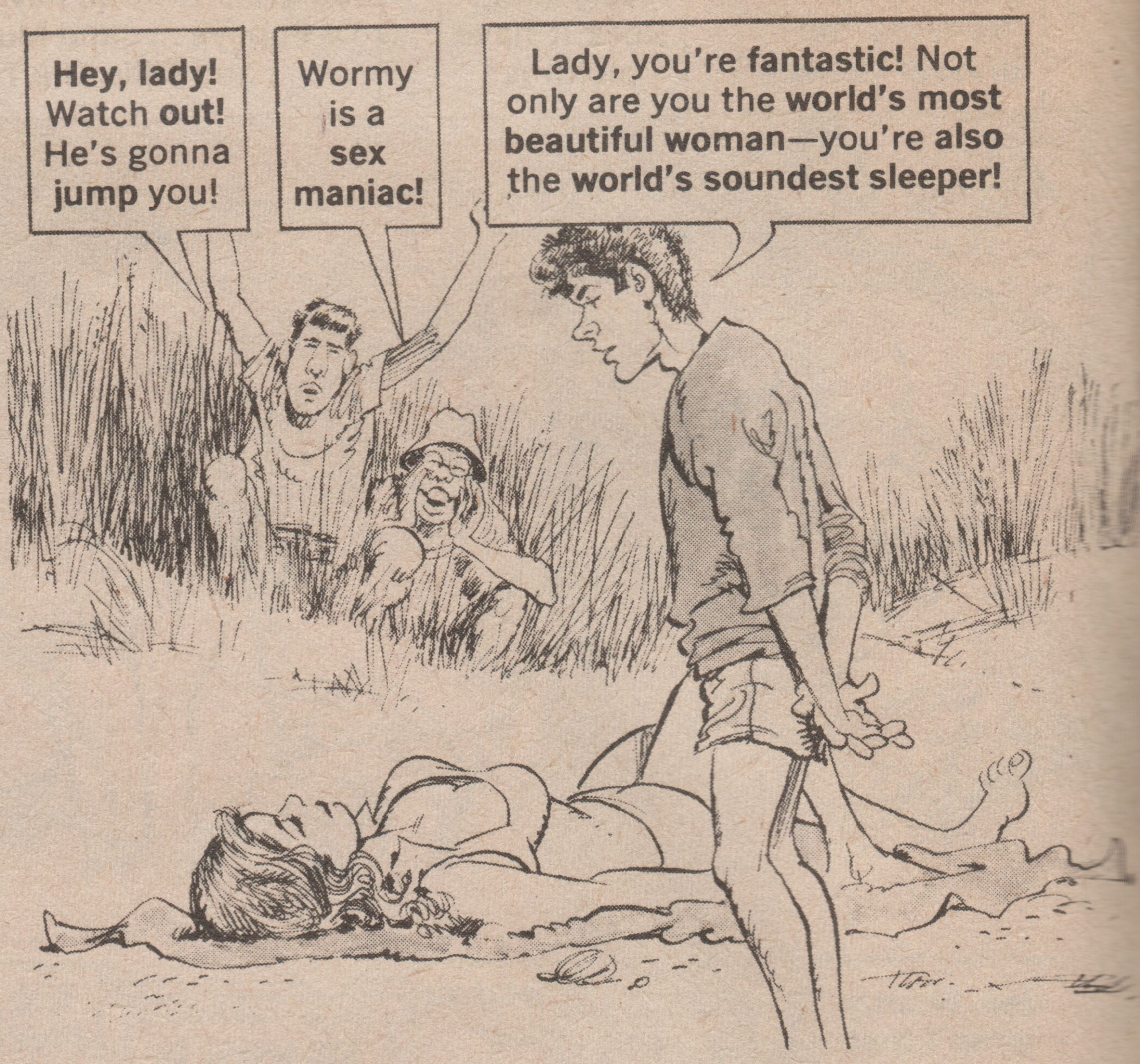

Ah, yes . . . I remember it so well! It was 1942, and I was 15! World War II had just started, and we'd already lost Bataan, Corregidor and the entire U.S. Pacific Fleet . . .
Yep . . . those were the good ol' days!
I remember the two crazy pals I had—Husky . . . and Beanie . . .
. . . and I also remember the crazy way things always get all watery and wavey and out-of-focus every time I think back to that miserable Summer I spent with those two idiots—trapped on this God-forsaken, boring island . . .

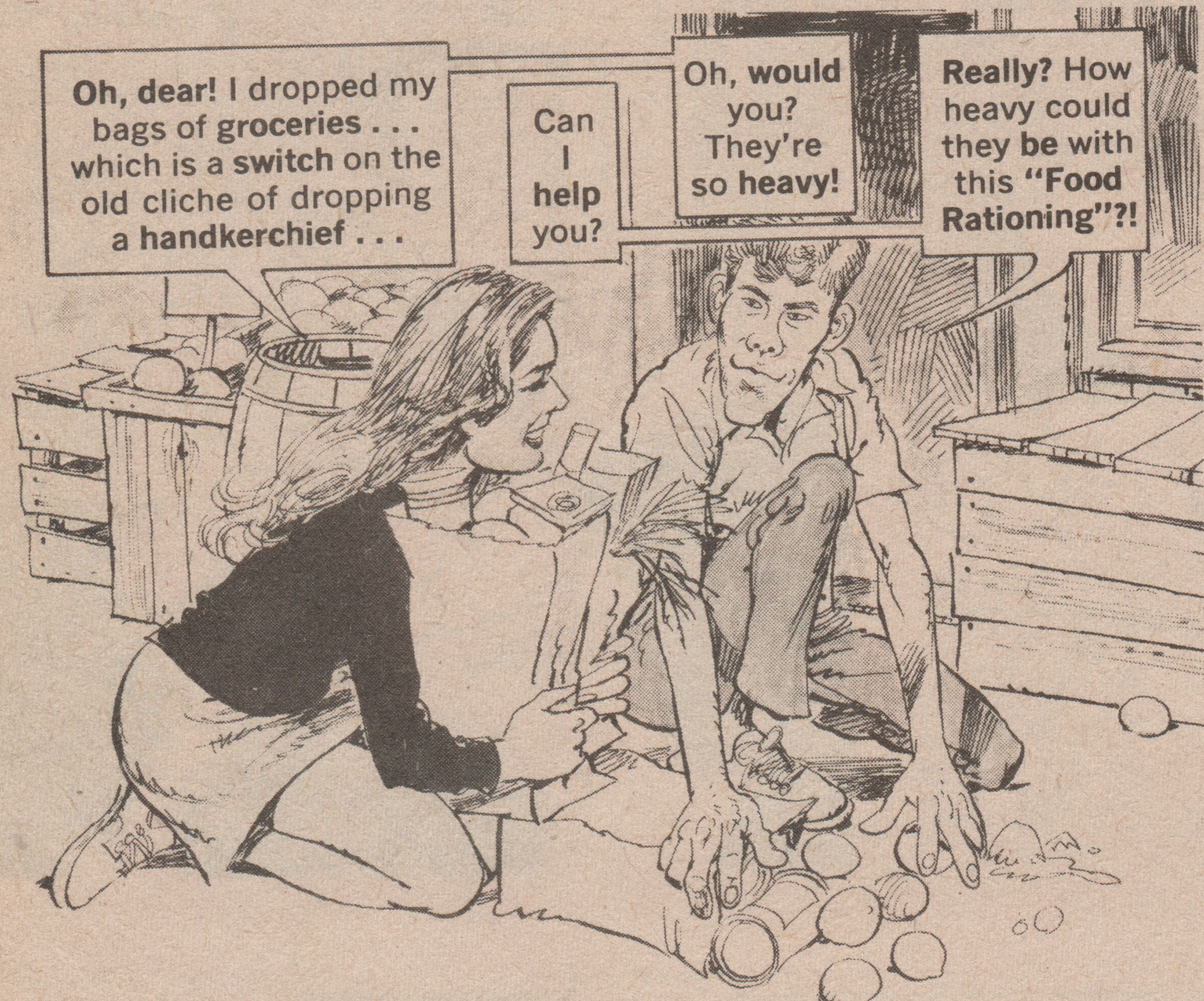

What do you want to do today?
Let's go down to the gas station and watch them change tires!
But the War's on! There ain't no tires to change!
Just as well! I don't think I could stand all that excitement!
What do you say we stand around and talk dirty?
Armpit!
Lipstick!
Belly button!
Rouge!
Crotch!
Number two!
Gee, you always have to OVERDO it, Husky!
Yeah, watch that stuff! I got a picture of my MOM in my wallet!
KILROY WAS HERE.
MORT DRUCKER

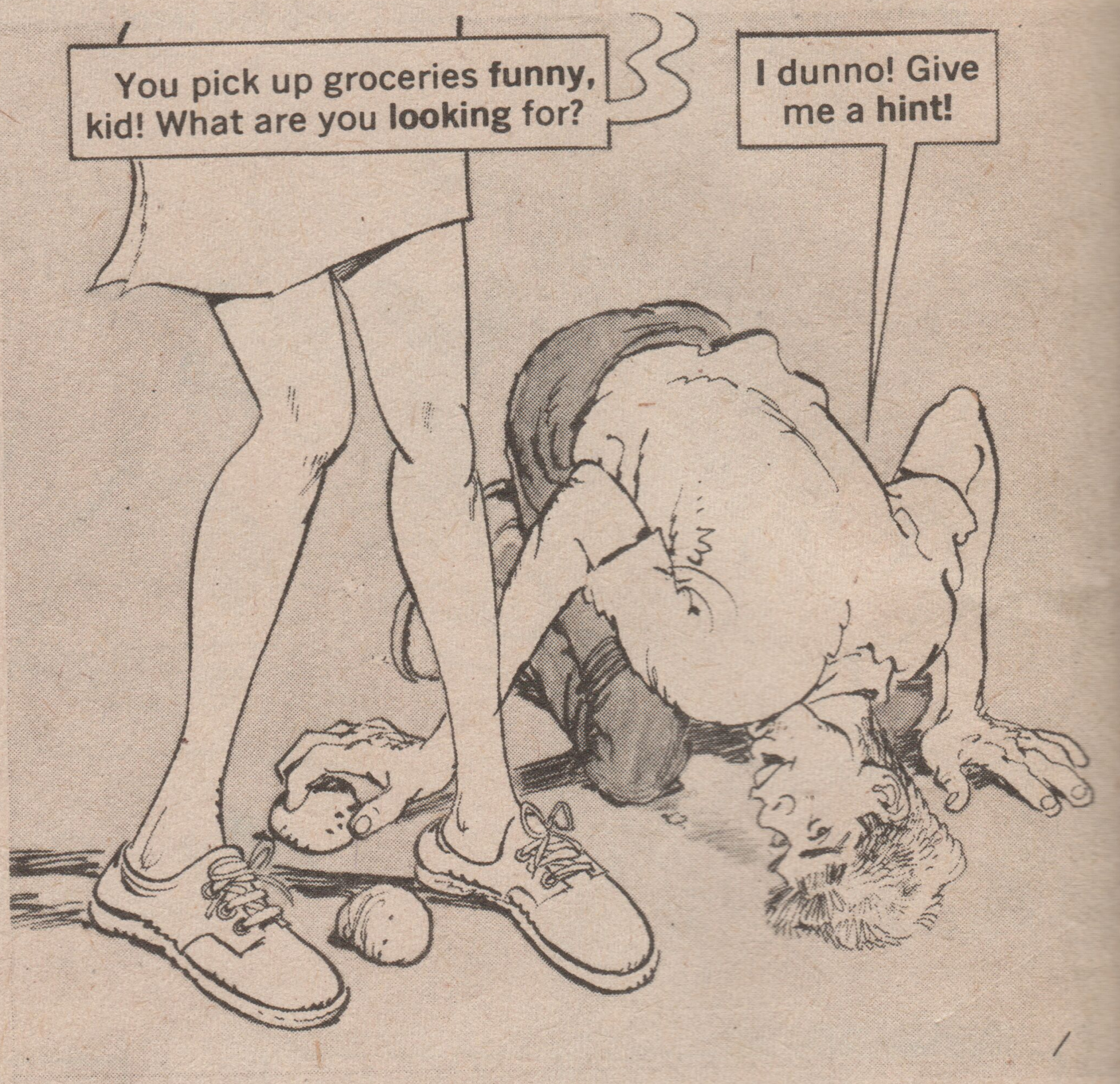
Hey, **look,** you guys! I swiped this **Sex Manual** from my folks' dresser drawer!
Wow! Does it tell **everything?** Does it have **pictures?**
Of course, you dumb jerk! Ain't you ever seen a **Sex Manual** before!? They **all** have pictures! Of **Popeye** . . . and **Mutt and Jeff** . . . and **Tillie The Toiler** . . .
Gosh! I never saw my parents do **THAT!!**
Sure they do!
Yeah, but **not** with **each other!**
Gee, Wormy, wasn't that Sex Manual **great?**
Yeah! I learned **a lot!**
Whatchya doin' **now?**
I'm trying to make a **date** with this **tern!**
?
Boy, that's **dumb!**
I guess you're **right!** She says she's **not** that kind of **gull!**
Wow! Look at **that!**
Wow! Do you know what I could **do** with her if she'd **let** me?
No . . . **what?**
I dunno! I was asking **YOU!!**
I wonder if **they do** the kind of stuff we saw in that **book?**
Naw . . .! I got the **only copy!**
I'll bet he **really loves her!**
Sure! That's why he's **leaving** her here, **all alone** on this **island—** with no one to **talk** to except some **horny kids!**
I wonder if he'll see any **action?**
I think he just saw **plenty** of action!
What in heck does **THAT** mean?
I dunno, but it **sounds grown-up** when I **say** it!
FERRY

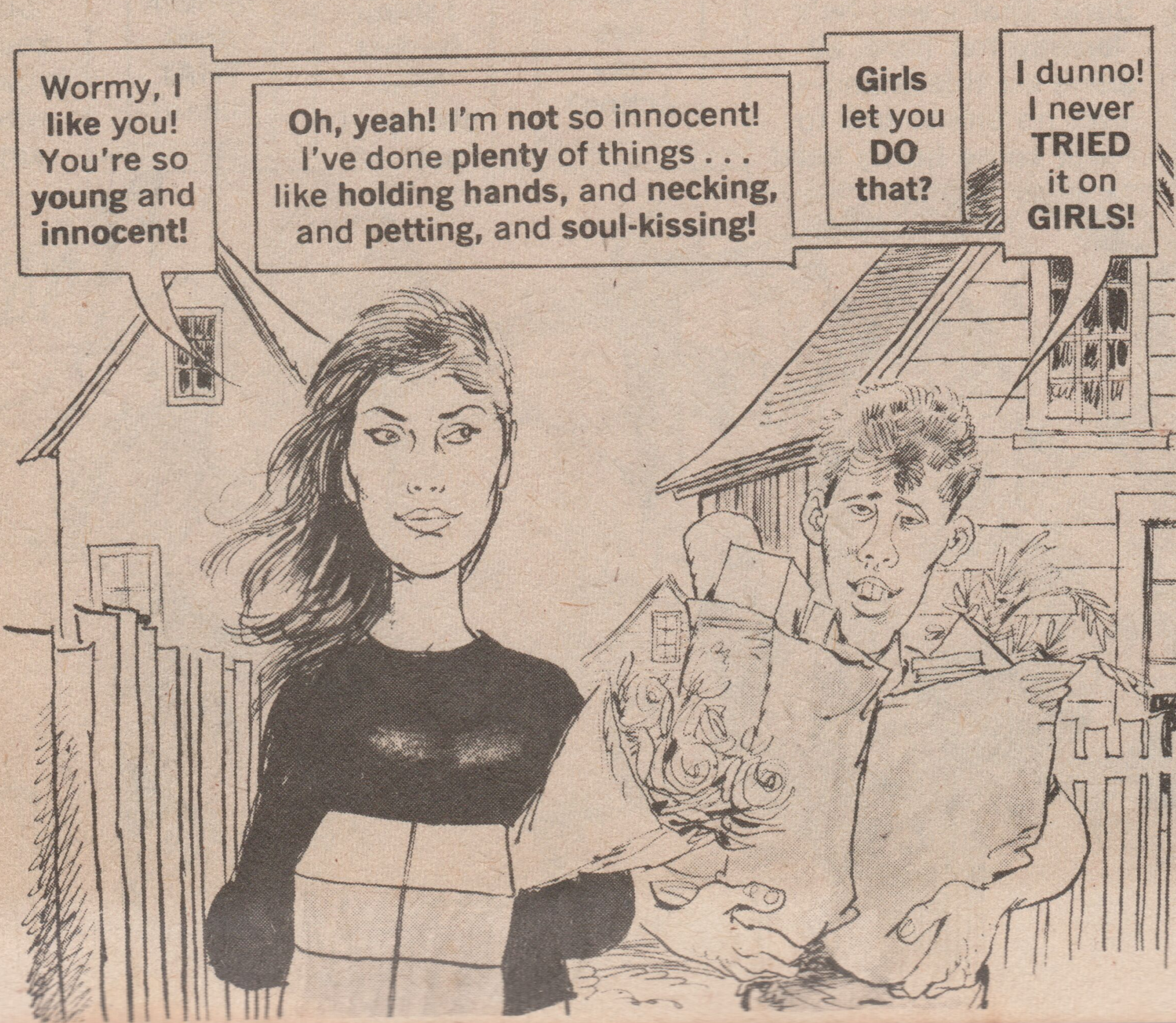

POINGG!!

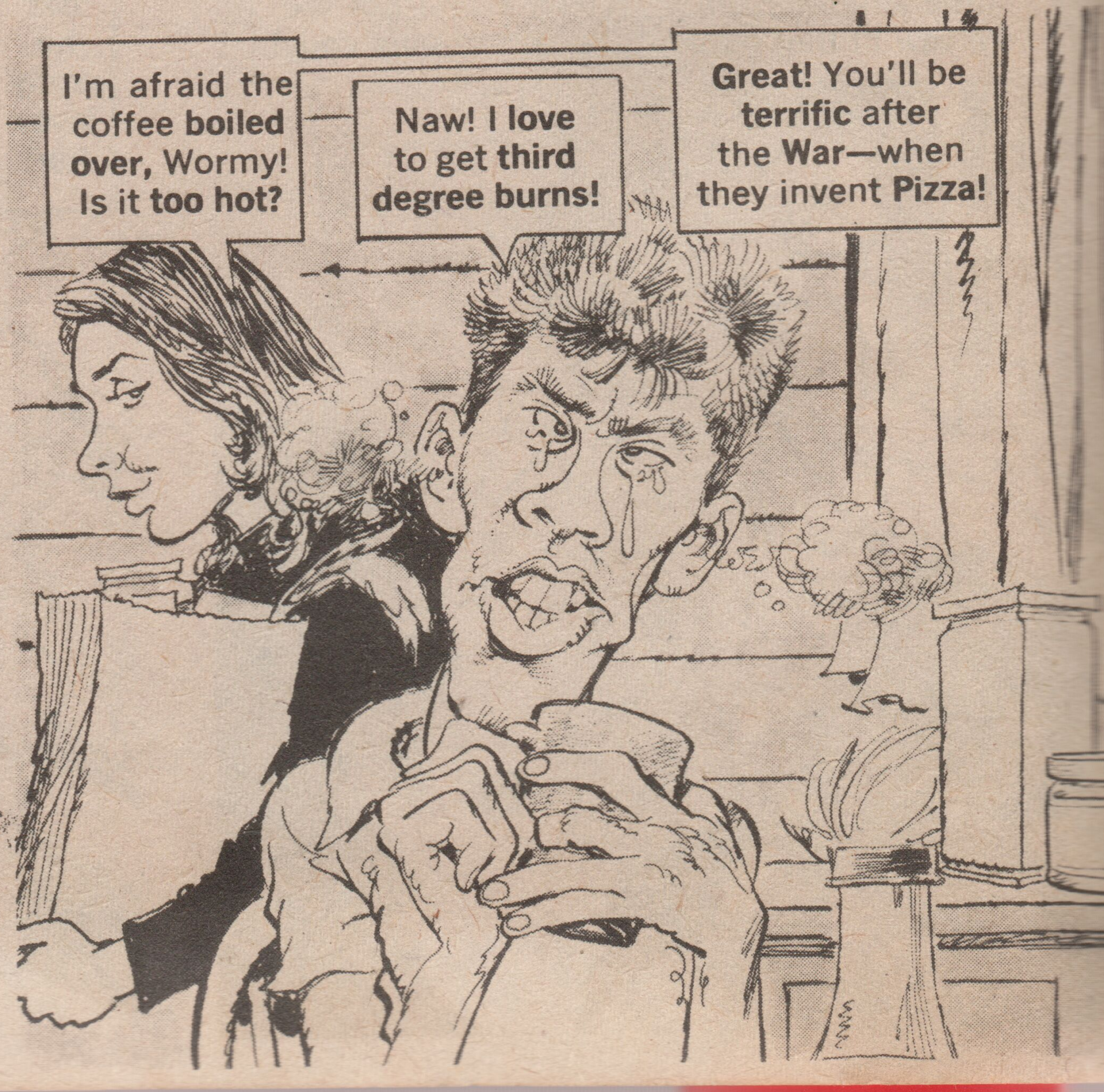

L-look, guys! There's that woman again! Isn't she beautiful?!
Oh, Husky! I think you're just divine!
Oh, Beanie! I love you!
Why don't you guys stop kidding around?!?
I don't think Beanie is kidding around!


Hey, lady! Watch out! He's gonna jump you!
Wormy is a sex maniac!
Lady, you're fantastic! Not only are you the world's most beautiful woman—you're also the world's soundest sleeper!

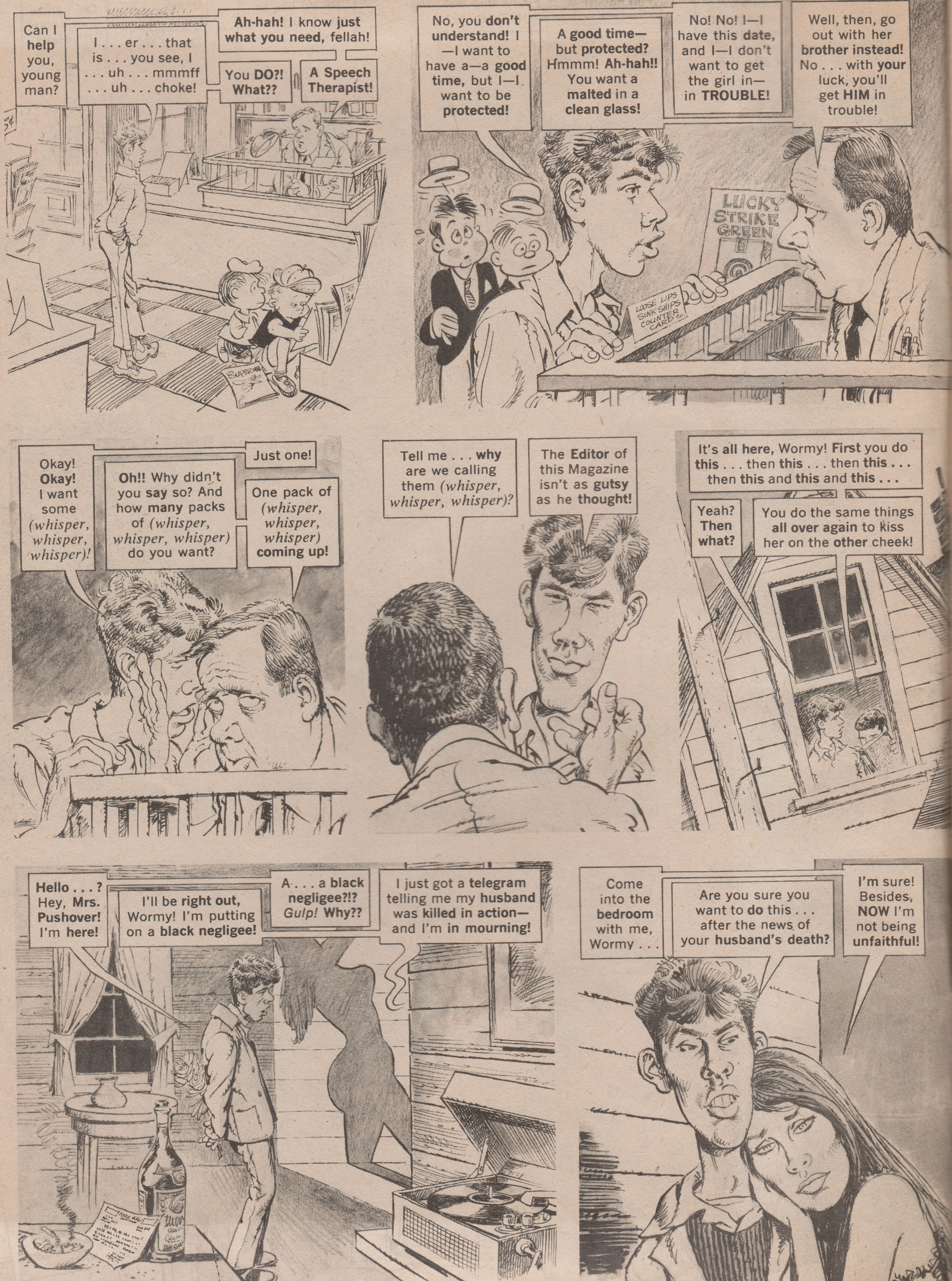

Oh, dear! I dropped my bags of groceries . . . which is a switch on the old cliche of dropping a handkerchief . . .
Can I help you?
Oh, would you? They're so heavy!
Really? How heavy could they be with this "Food Rationing"?!

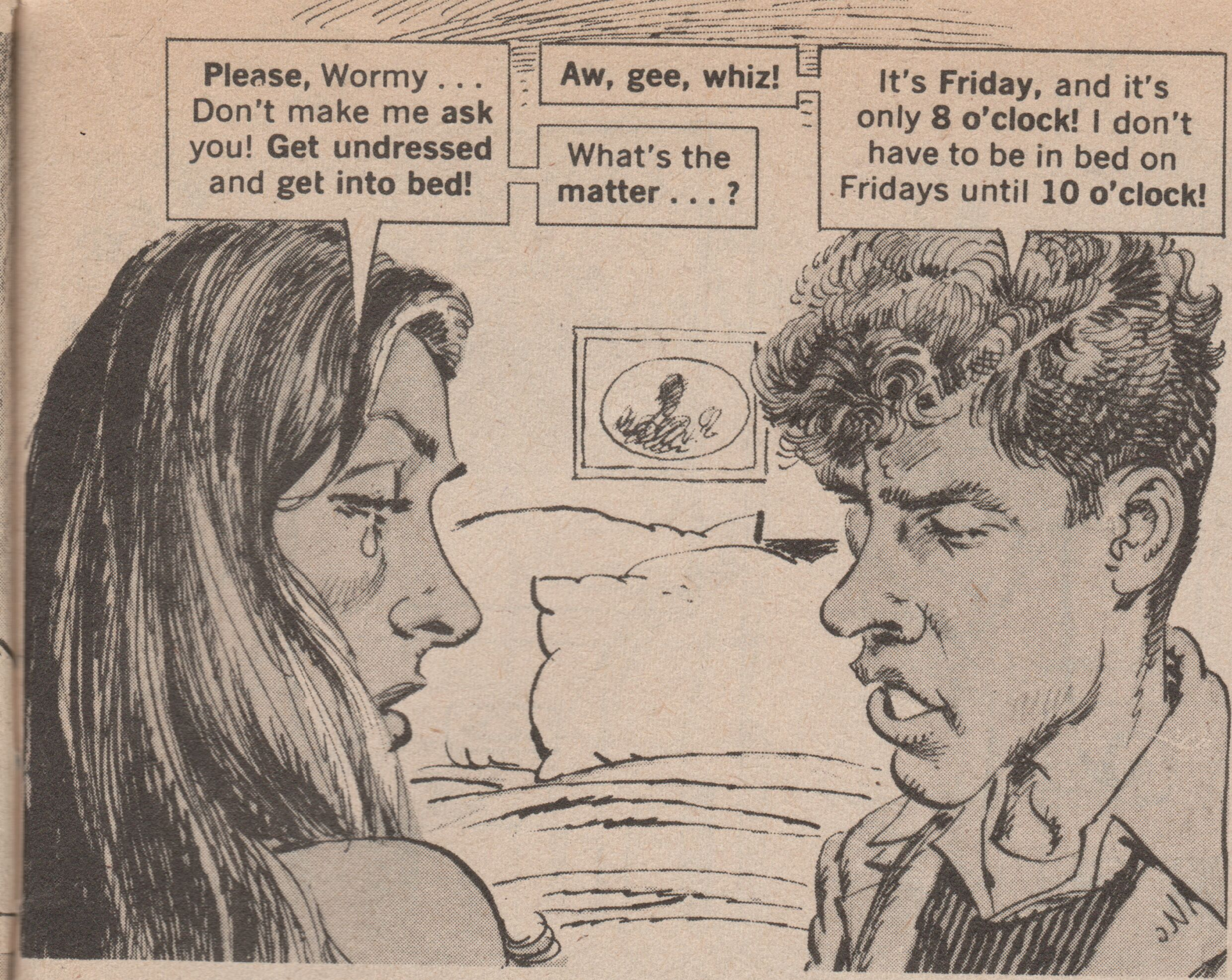

You pick up groceries funny, kid! What are you looking for?
I dunno! Give me a hint!

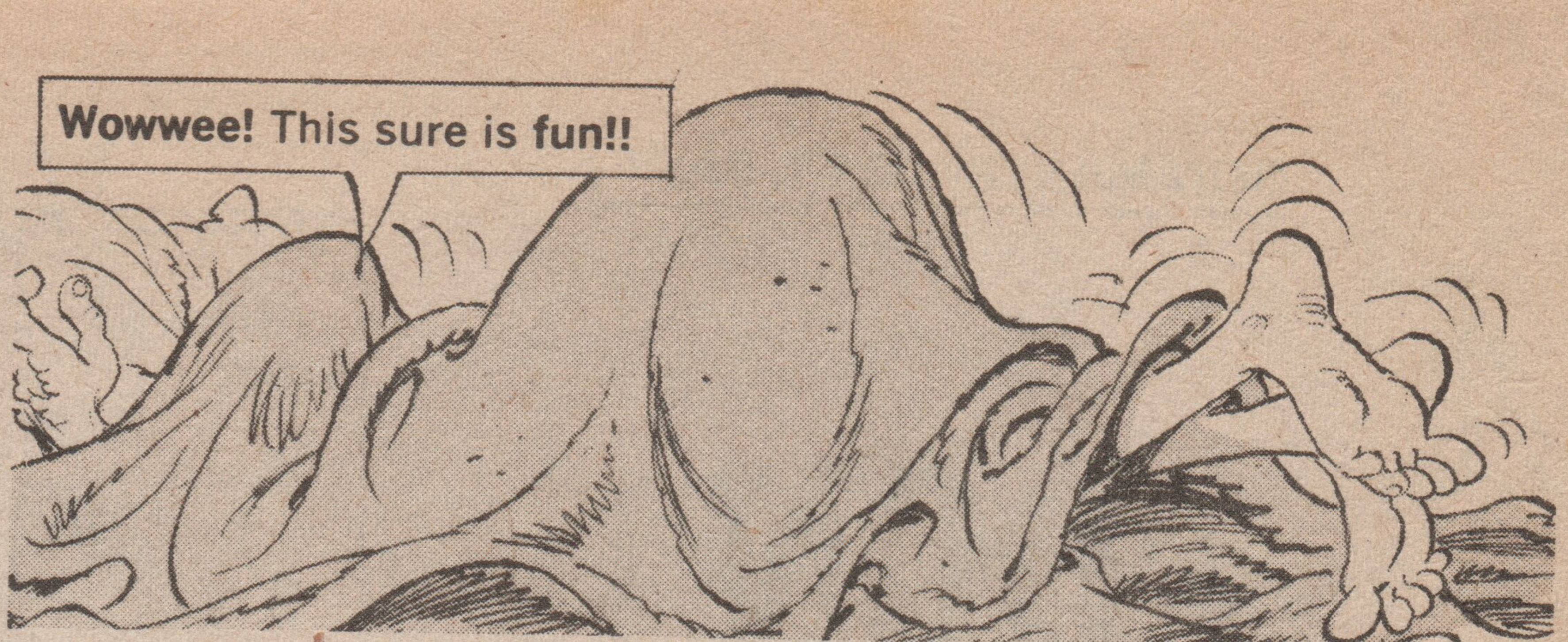

Wormy, I like you! You're so young and innocent!
Oh, yeah! I'm not so innocent! I've done plenty of things . . . like holding hands, and necking, and petting, and soul-kissing!
Girls let you DO that?
I dunno! I never TRIED it on GIRLS!

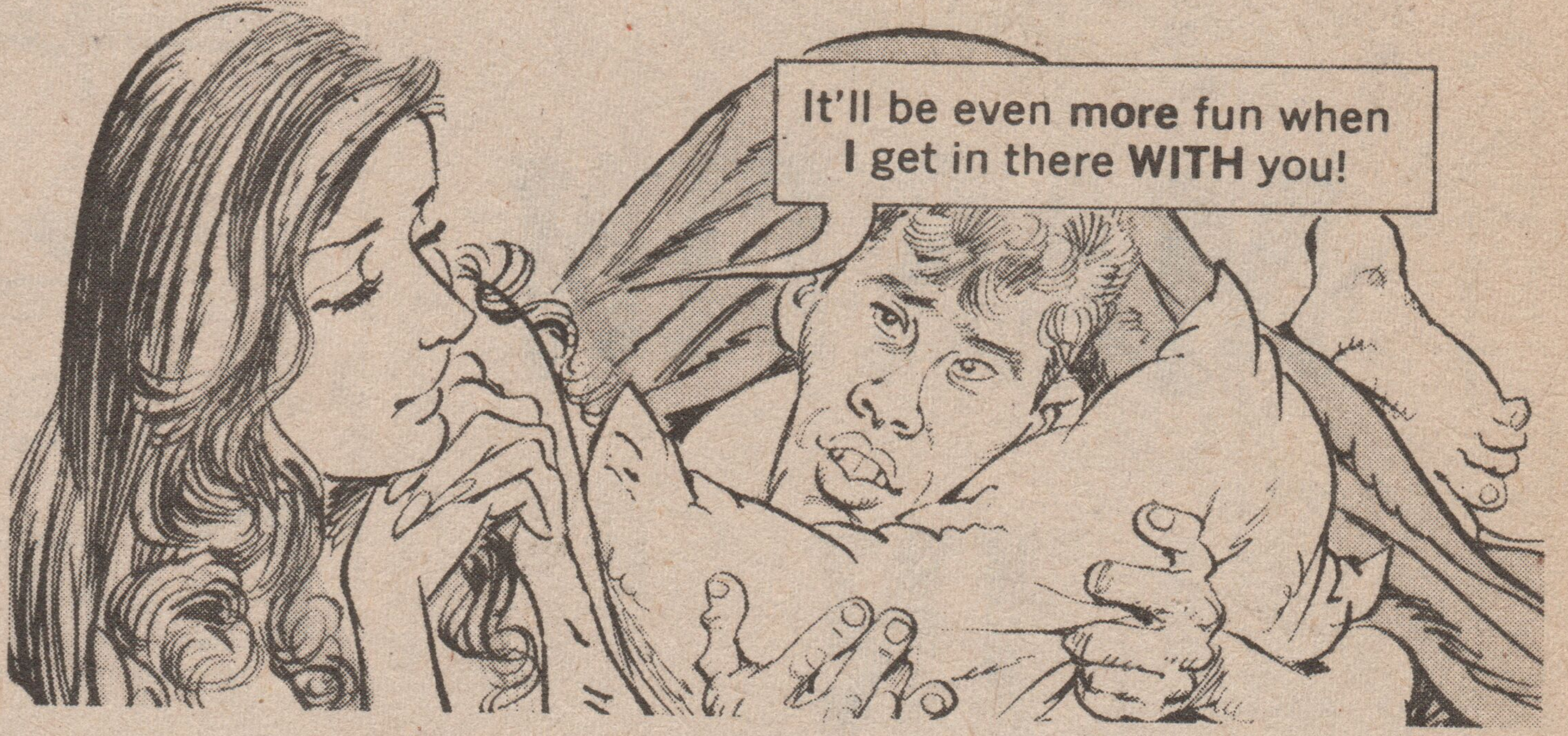

I'm afraid the coffee boiled over, Wormy! Is it too hot?
Naw! I love to get third degree burns!
Great! You'll be terrific after the War—when they invent Pizza!

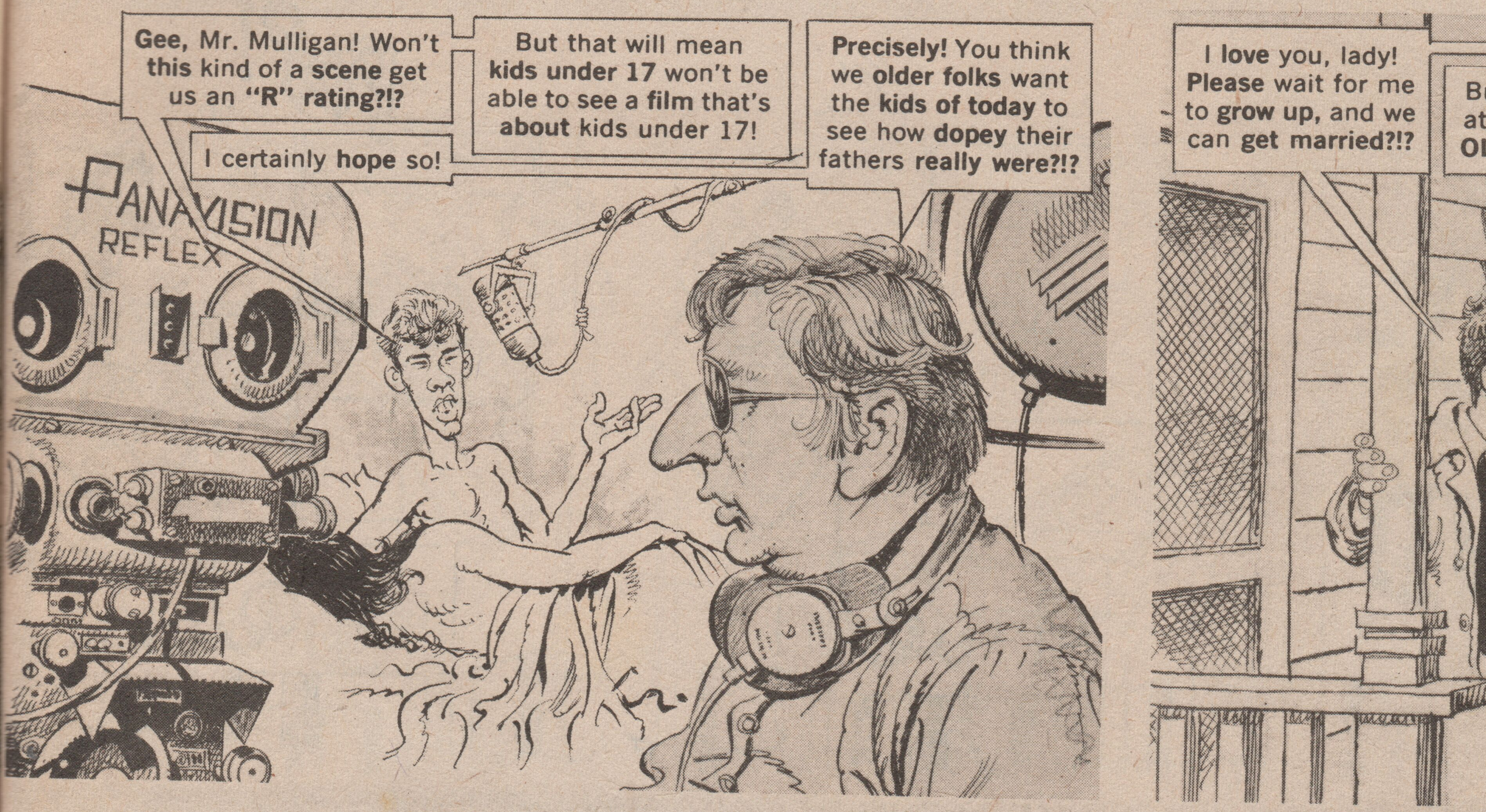
Take a look at those girls over there, Wormy! They look pretty wild! Let's ask them to go to the movies with us! I got a feeling we'll do great with them!
You mean?
We'll get everything but . . . !!
Everything but WHAT, Husky?
Everything but SEX!!
BETTE DAVIS
TONIGH
BETTE DAVIS IN "AN OLD TEAR-JERKER"
WITH HERBERT ARSHALL AND KILROY
Hi! I'd like to take you to the movies . . . if we go DUTCH . . .
Okay . . .!
Great! My name is—
Oh, I know your name! It's Hans Brinker!!
ONE.
Put your arm around her . . . and then work down!
Golly, I'm so nervous!
POP CORN
POP CORN
Keep going! You're doing great! You're almost there!
I could die . . .!
MASON MINTS
I DID IT! I DID IT! I GOT MY HAND ON IT . . . NOW!!
Well? How did you make out?
Solid, Jackson!
What'd you get?
Two "Milky Ways," some "Peanut Chews," half a bag of Popcorn and a hunk of Licorice Whip!
BETTE DAV IN "AN OLD TEA
POP CORN
I'm going to see that woman tonight!
Well, if anything happens, you'll need some protection!
Good suggestion! I'll bring along my Scout knife!
I'm not talking about that kind of protection, lame brain!!
CUT GAINES RATE DRUGSTORE
Rx
HELP!
1¢
JOIN THE ARMY
THIS MAY BE THE LAST PATRIOTIC WAR EVER

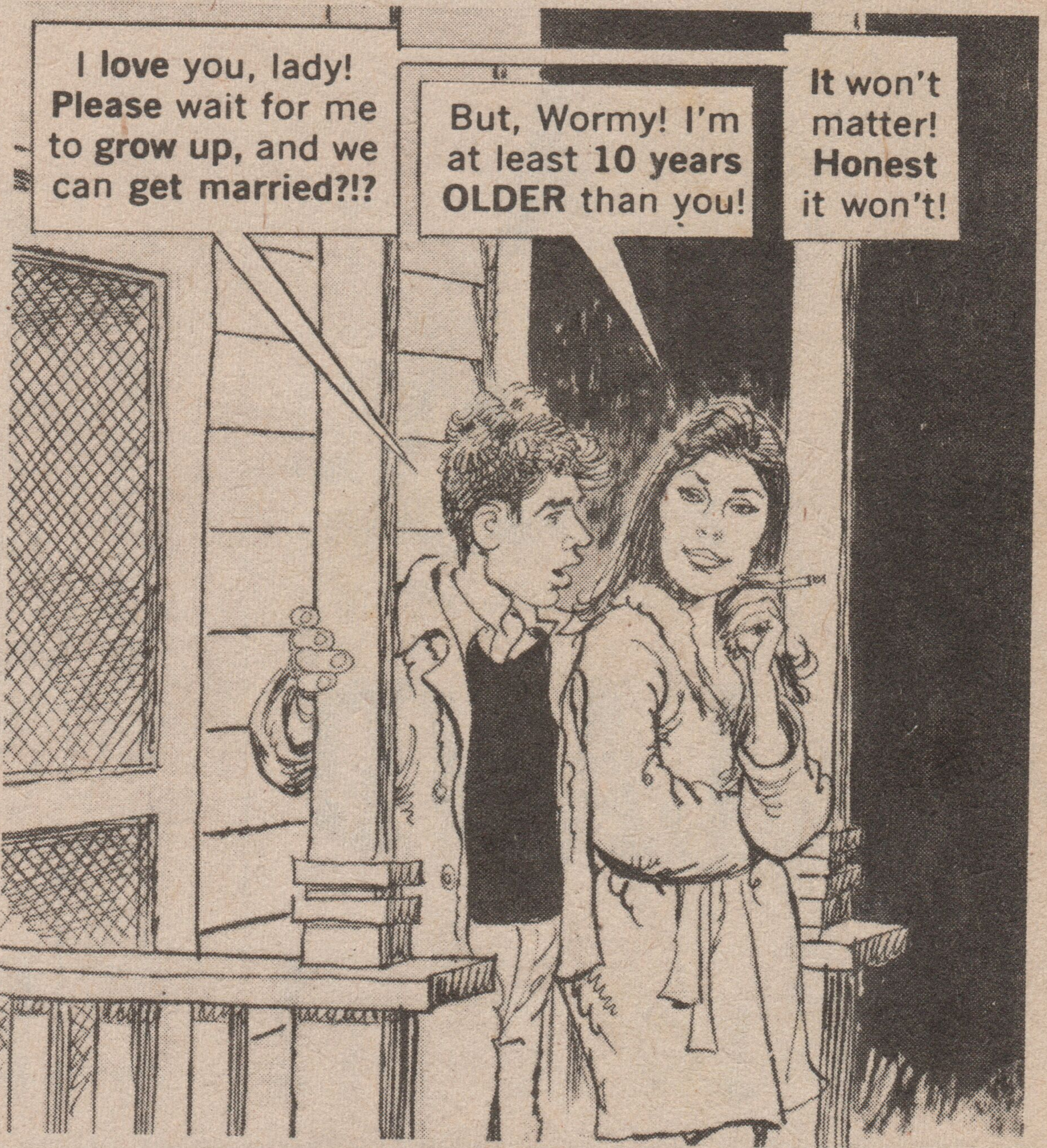

Can I **help** you, young man?
I . . . er . . . that is . . . you see, I . . . uh . . . mmmff . . . uh . . . choke!
Ah-hah! I know **just what you need,** fellah!
You **DO?!** **What??**
A Speech Therapist!
5¢
SUPERMAN
No, you **don't understand!** I —I want to have a—a **good time,** but I—I want to be **protected!**
A good time— but protected? Hmmm! **Ah-hah!!** You want a **malted** in a **clean glass!**
No! No! I—I have this **date,** and I—I don't want to get the girl in— in **TROUBLE!**
Well, then, go out with her **brother instead!** No . . . with **your** luck, you'll get **HIM** in trouble!
LUCKY STRIKE GREEN
LOOSE LIPS SINK SHIPS COUNTER CARD Co.
Okay! **Okay!** I want some *(whisper, whisper, whisper)!*
Oh!! Why didn't you **say** so? And how **many packs** of *(whisper, whisper, whisper)* do you want?
Just one!
One pack of *(whisper, whisper, whisper)* **coming up!**
Tell me . . . **why** are we calling them *(whisper, whisper, whisper)?*
The **Editor** of this Magazine isn't as **gutsy** as he **thought!**
It's **all here,** Wormy! **First** you do **this** . . . then **this** . . . then **this . . .** then **this** and **this** and **this . . .**
Yeah? **Then what?**
You do the same things **all over again** to kiss her on the **other** cheek!
Hello . . .? Hey, **Mrs. Pushover!** I'm **here!**
I'll be **right out,** Wormy! I'm putting on a **black negligee!**
A . . . a **black negligee?!?** *Gulp!* **Why??**
I just got a **telegram** telling me my **husband** was **killed in action**— and I'm **in mourning!**
Come into the **bedroom** with me, Wormy . . .
Are you sure you want to **do** this . . . after the news of your **husband's death?**
I'm sure! Besides, **NOW** I'm not being **unfaithful!**

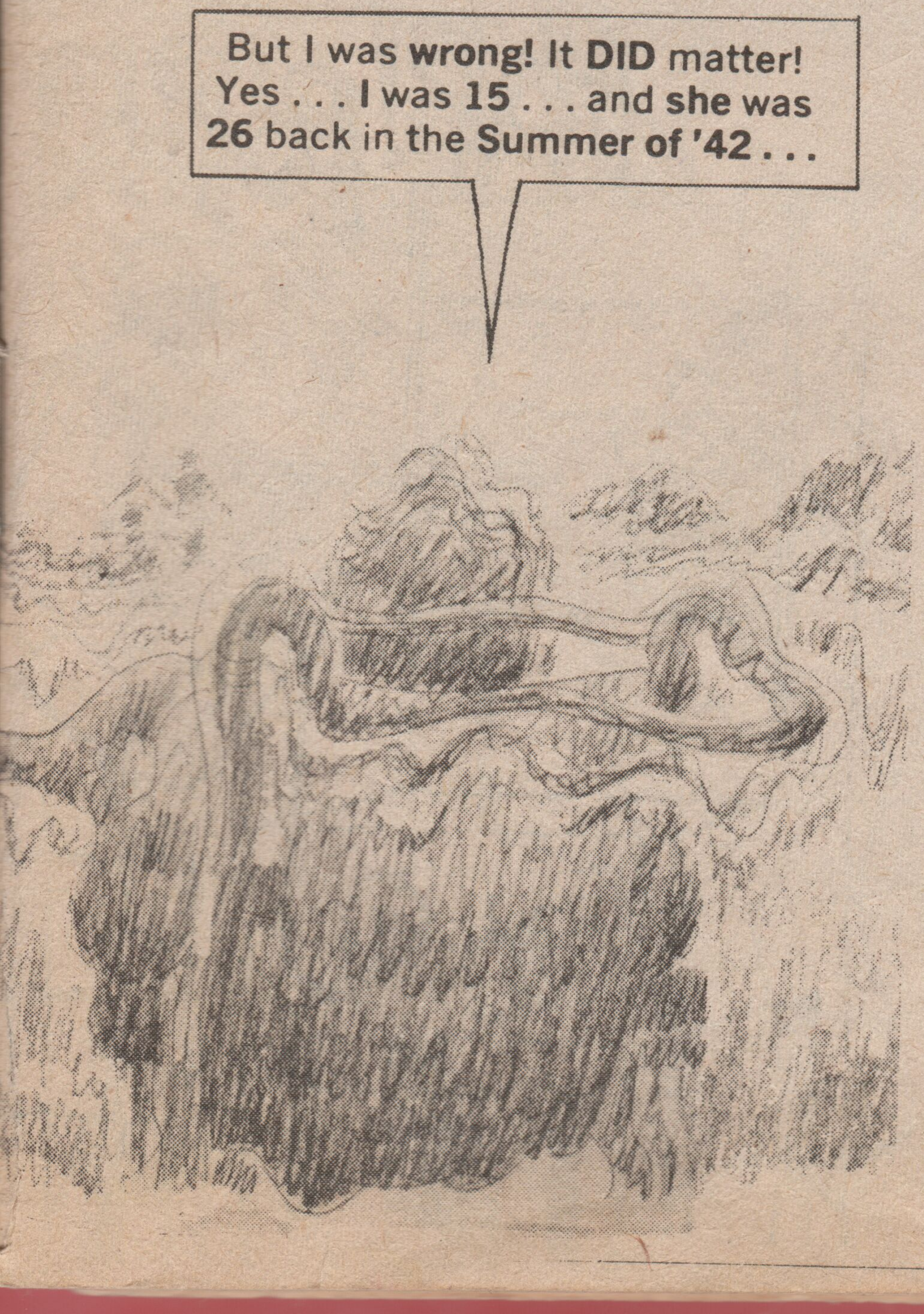

Please, Wormy . . . Don't make me ask you! Get undressed and get into bed!
Aw, gee, whiz!
What's the matter . . . ?
It's Friday, and it's only 8 o'clock! I don't have to be in bed on Fridays until 10 o'clock!

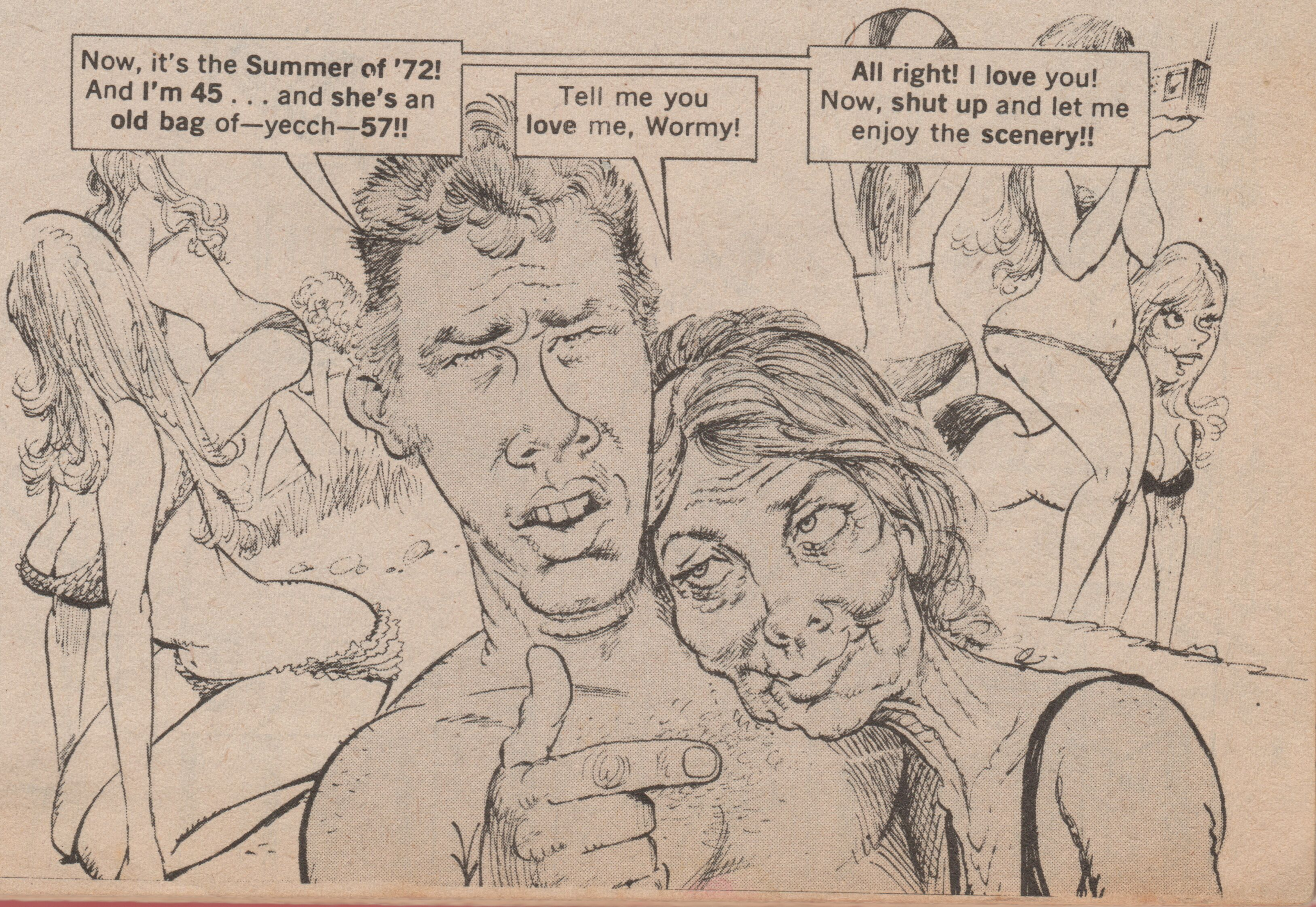

Wowwee! This sure is fun!!


It'll be even more fun when I get in there WITH you!


Gee, Mr. Mulligan! Won't this kind of a scene get us an "R" rating?!?
I certainly hope so!
But that will mean kids under 17 won't be able to see a film that's about kids under 17!
Precisely! You think we older folks want the kids of today to see how dopey their fathers really were?!?
PANAVISION
REFLEX

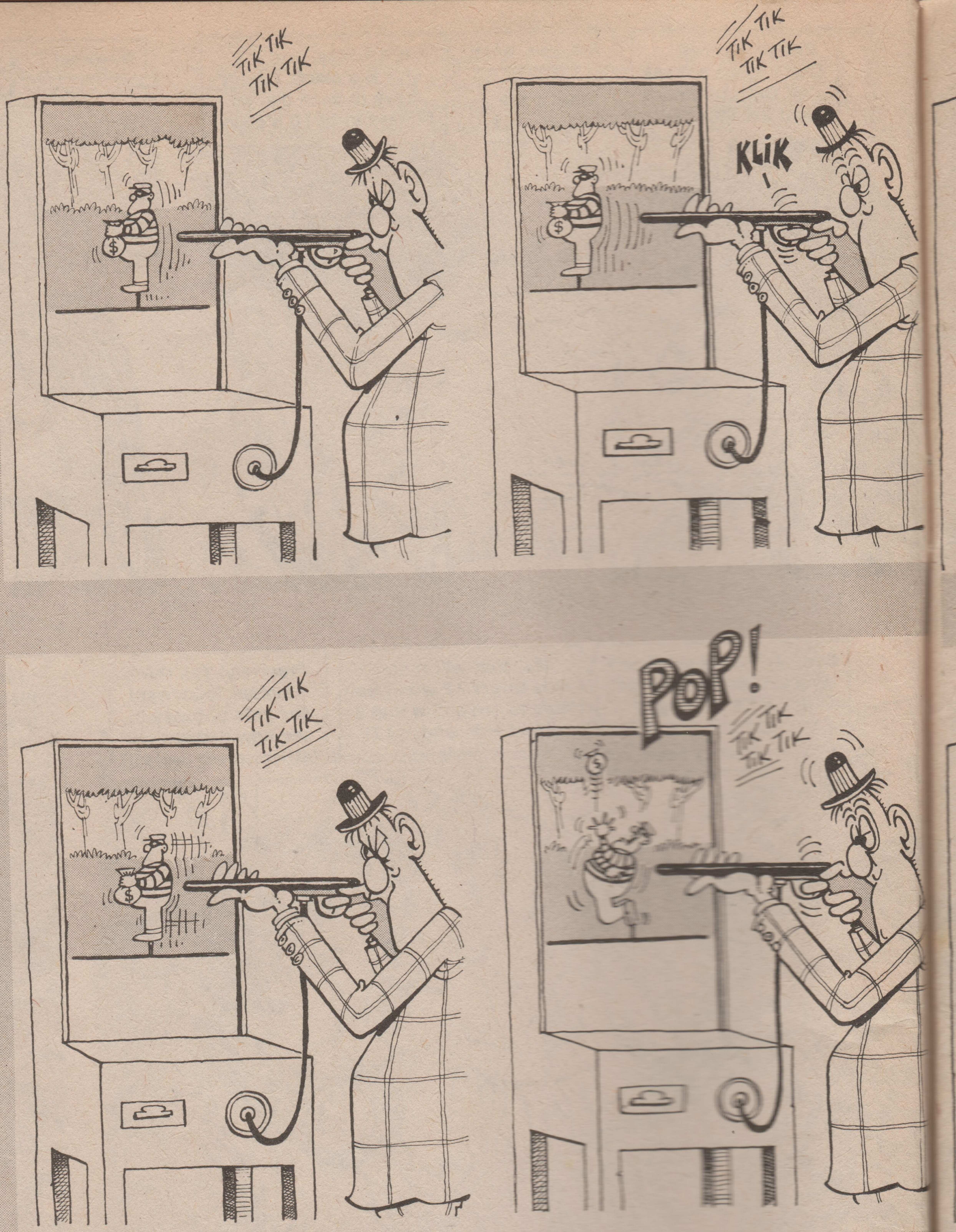

I love you, lady! Please wait for me to grow up, and we can get married?!?
But, Wormy! I'm at least 10 years OLDER than you!
It won't matter! Honest it won't!

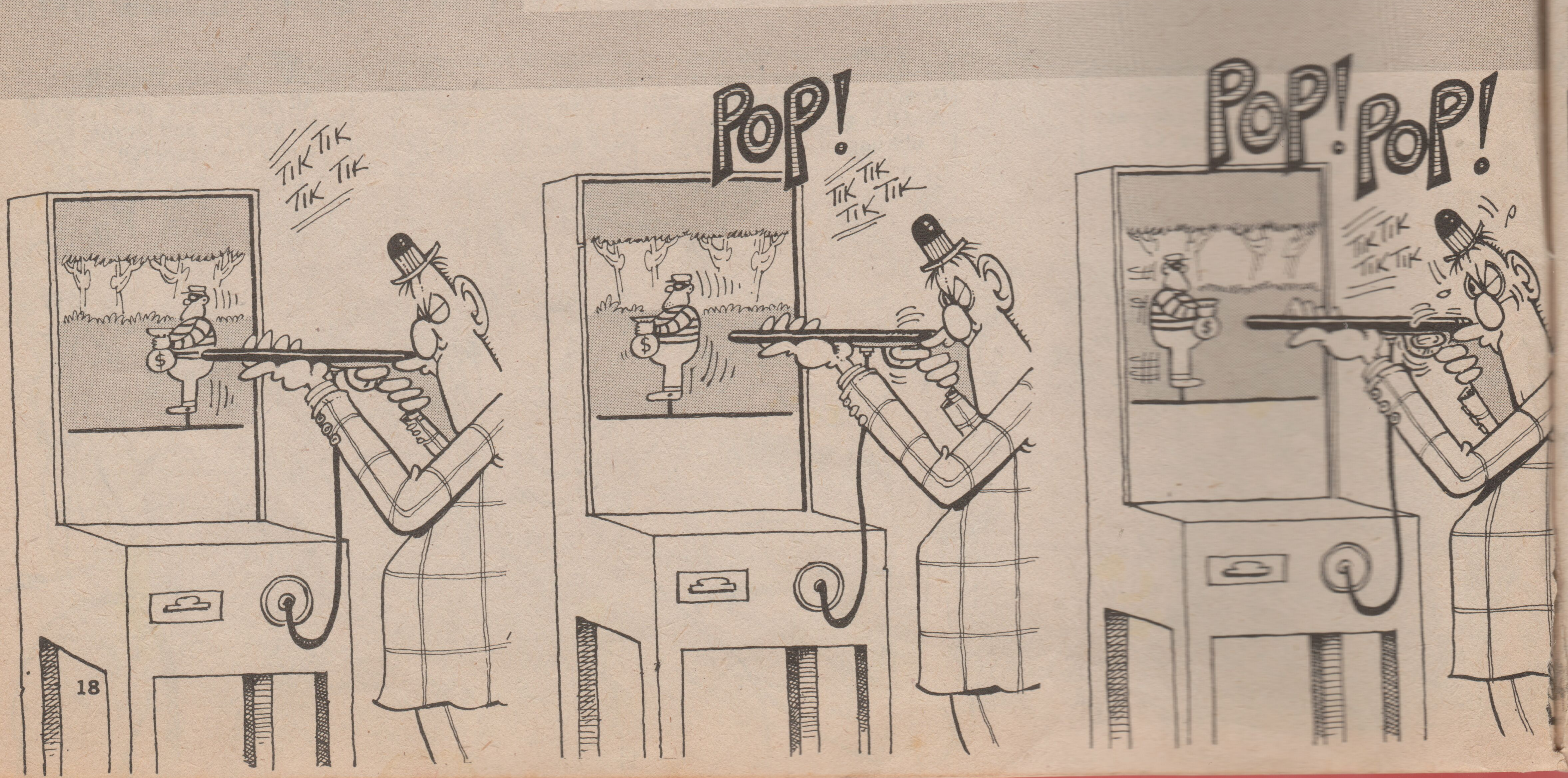

But I was wrong! It DID matter! Yes . . . I was 15 . . . and she was 26 back in the Summer of '42 . . .


Now, it's the Summer of '72! And I'm 45 . . . and she's an old bag of—yecch—57!!
Tell me you love me, Wormy!
All right! I love you! Now, shut up and let me enjoy the scenery!!

DON MARTIN DEPT. PART I

DON MARTIN IN A PLAY-LAND

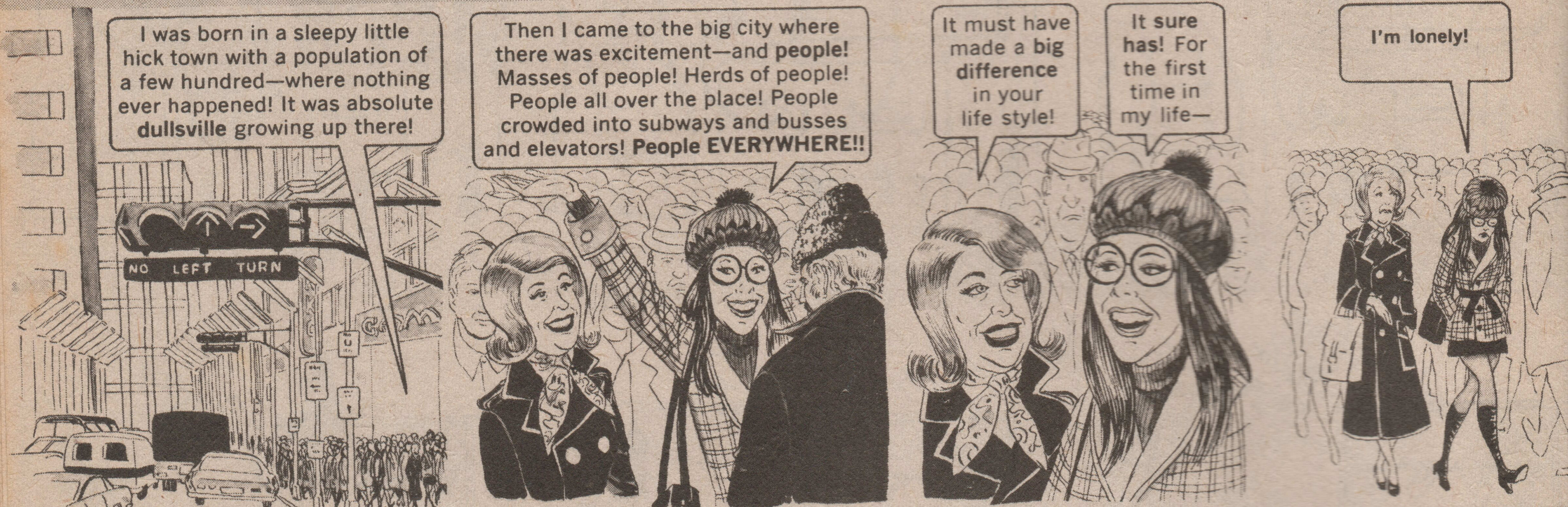

TIK TIK
TIK TIK
TIK TIK
TIK TIK
KLIK
TIK TIK
TIK TIK
POP!
TIK TIK
TIK TIK

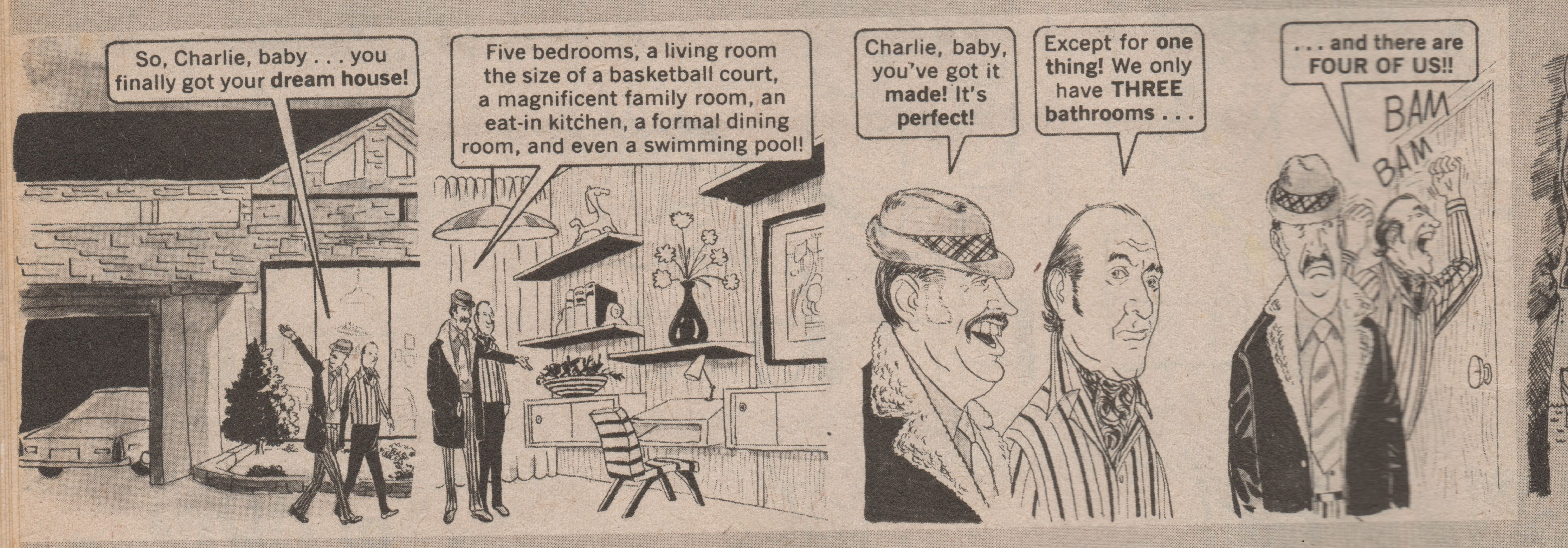

TIK TIK
TIK TIK
POP!
TIK TIK
TIK TIK
POP! POP!
TIK TIK
TIK TIK

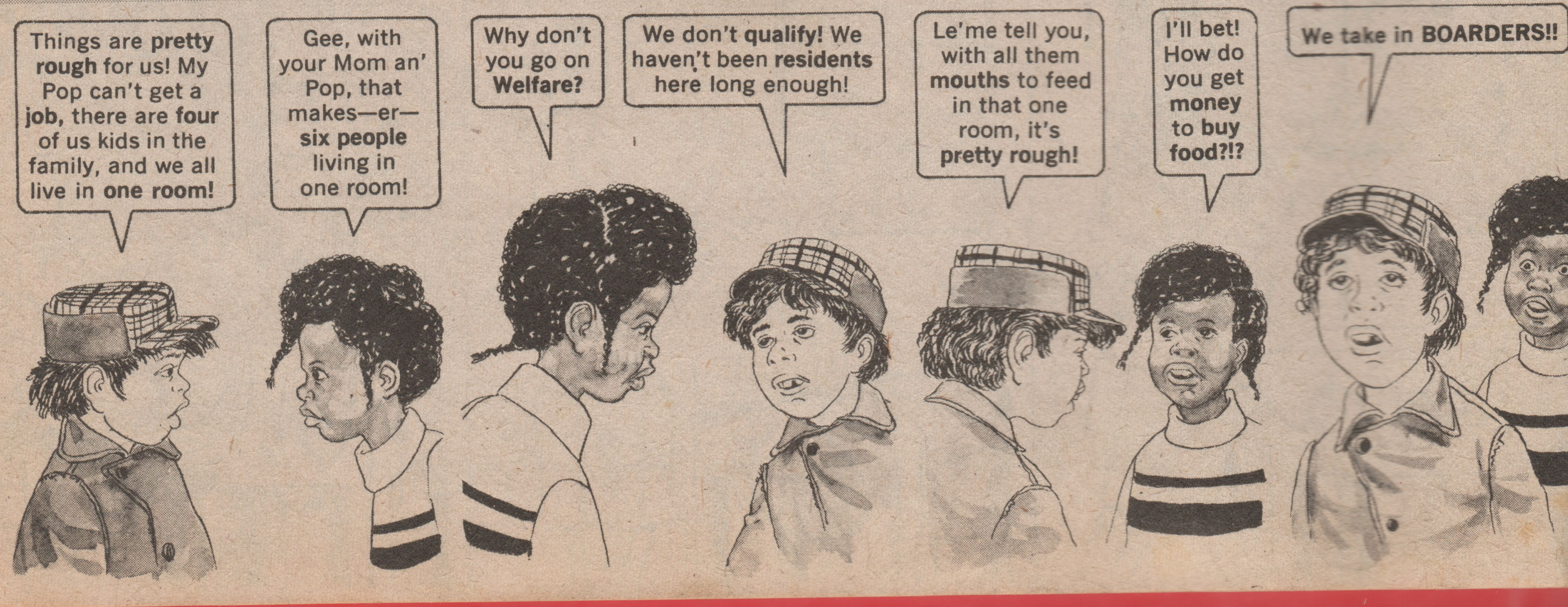
TIK TIK
TIK TIK
Rats! The trigger's jammed!
KLIK KLIK
KLIK
TIK TIK
TIK TIK
Ahh! Now it's working!
POP!
TIK TIK
TIK TIK
TIK TIK
TIK TIK
TIK TIK
TIK TIK
GASP!
POP! POP! POP!
POP!
TIK TIK
TIK-TIK
TIK TIK
TIK TIK
BLOOM
BLOOM
D. MARTIN

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... LIVING

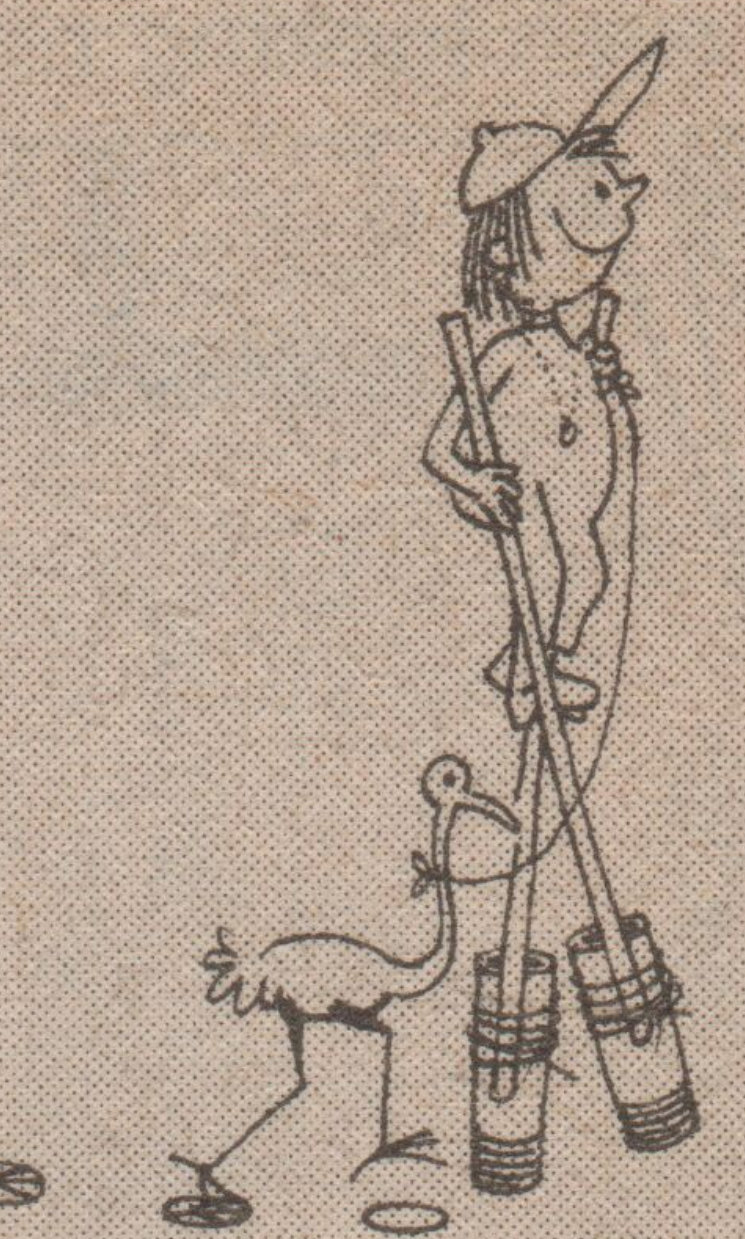

I was born in a sleepy little hick town with a population of a few hundred—where nothing ever happened! It was absolute **dullsville** growing up there!
NO LEFT TURN
Then I came to the big city where there was excitement—and **people!** Masses of people! Herds of people! People all over the place! People crowded into subways and busses and elevators! **People EVERYWHERE!!**
It must have made a **big difference** in your life style!
It **sure has!** For the first time in my life—
I'm lonely!

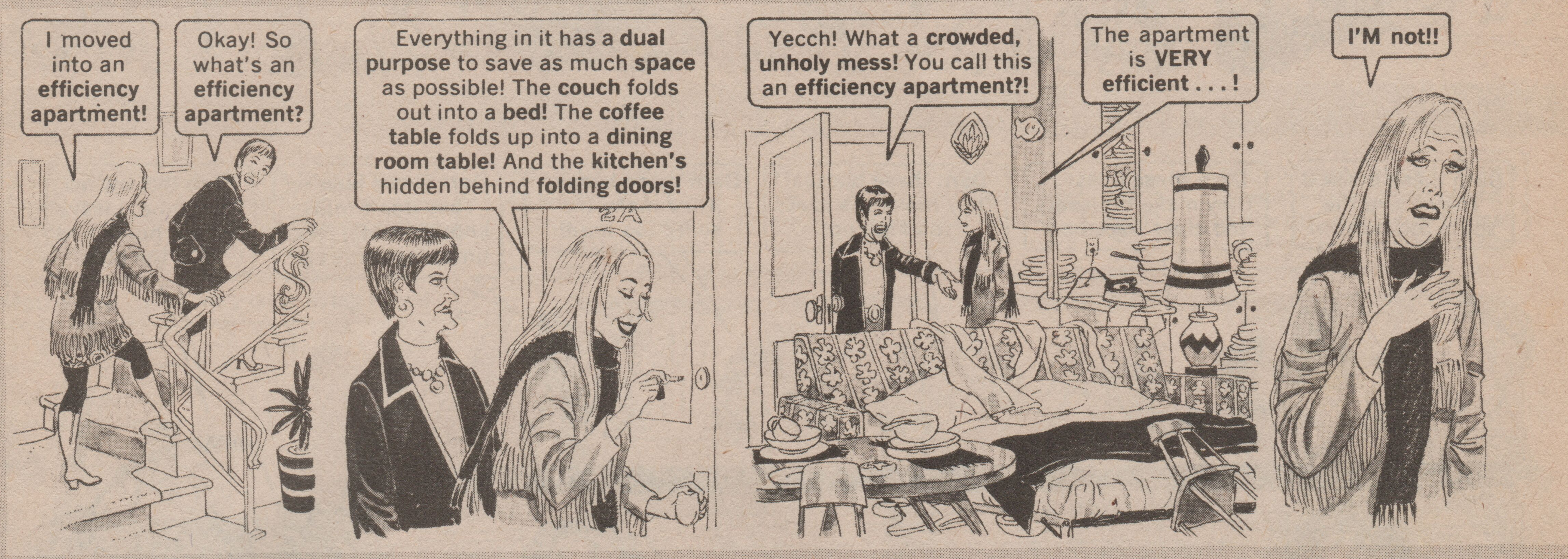

So, Charlie, baby . . . you finally got your **dream house!**
Five bedrooms, a living room the size of a basketball court, a magnificent family room, an eat-in kitchen, a formal dining room, and even a swimming pool!
Charlie, baby, you've got it **made!** It's **perfect!**
Except for **one thing!** We only have **THREE bathrooms . . .**
. . . and there are FOUR OF US!!
BAM
BAM

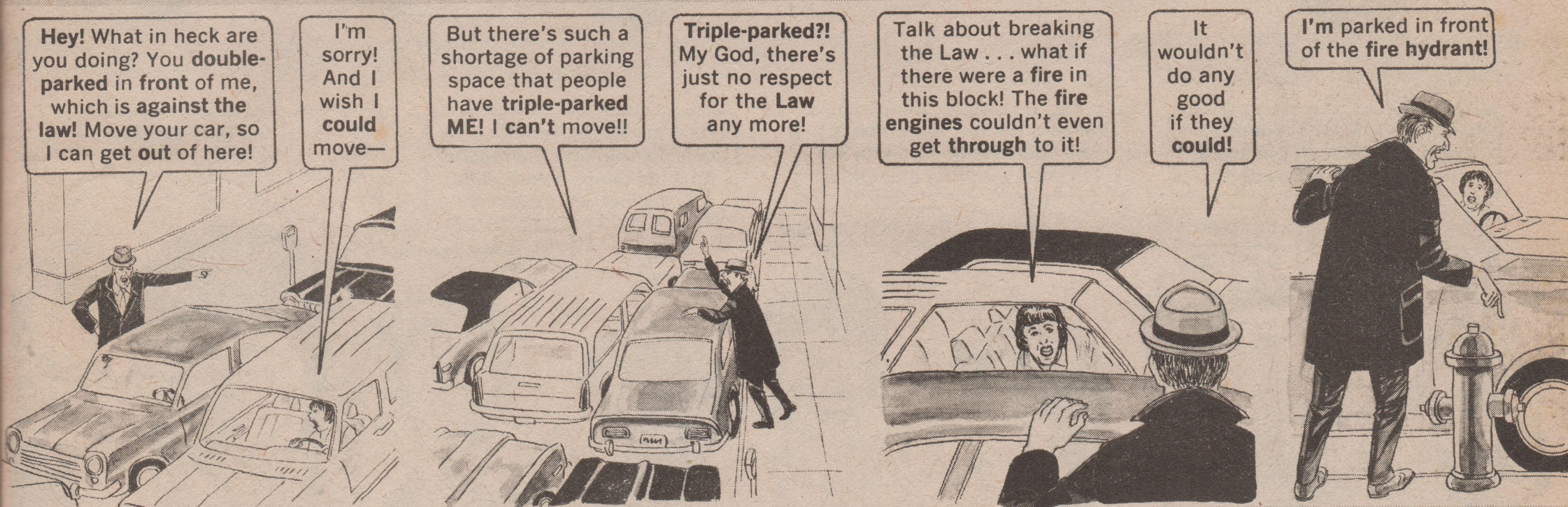

Things are **pretty rough** for us! My Pop can't get a **job,** there are **four** of us kids in the family, and we all live in **one room!**
Gee, with your Mom an' Pop, that makes—er— **six people** living in one room!
Why don't you go on **Welfare?**
We don't **qualify!** We haven't been **residents** here long enough!
Le'me tell you, with all them **mouths** to feed in that one room, it's **pretty rough!**
I'll bet! How do you get **money** to **buy food?!?**
We take in **BOARDERS!!**

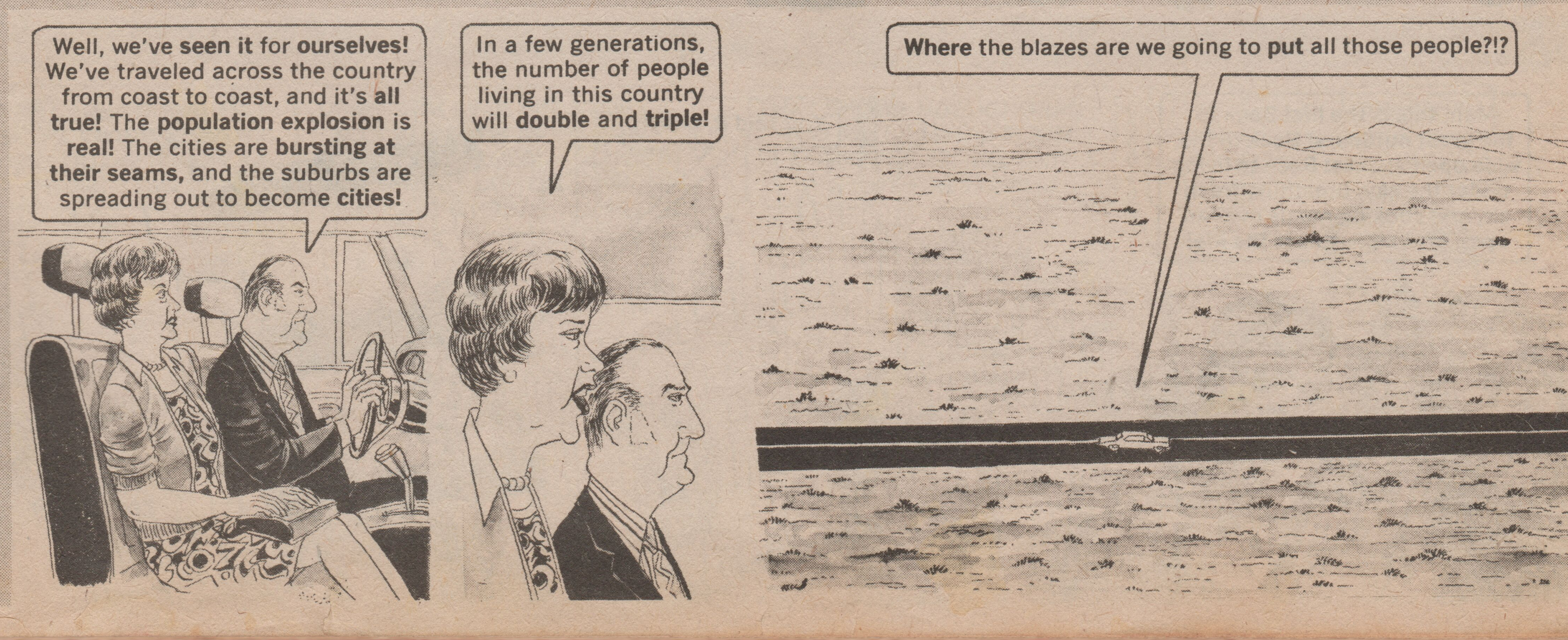
SPACE

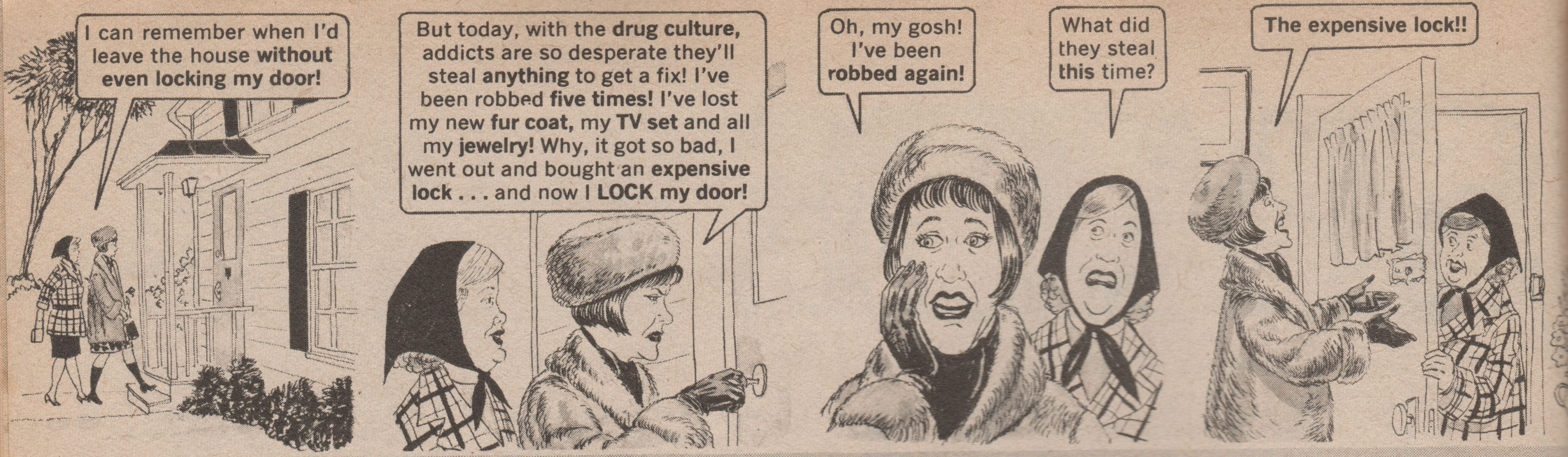
ARTIST & WRITER:
DAVE BERG

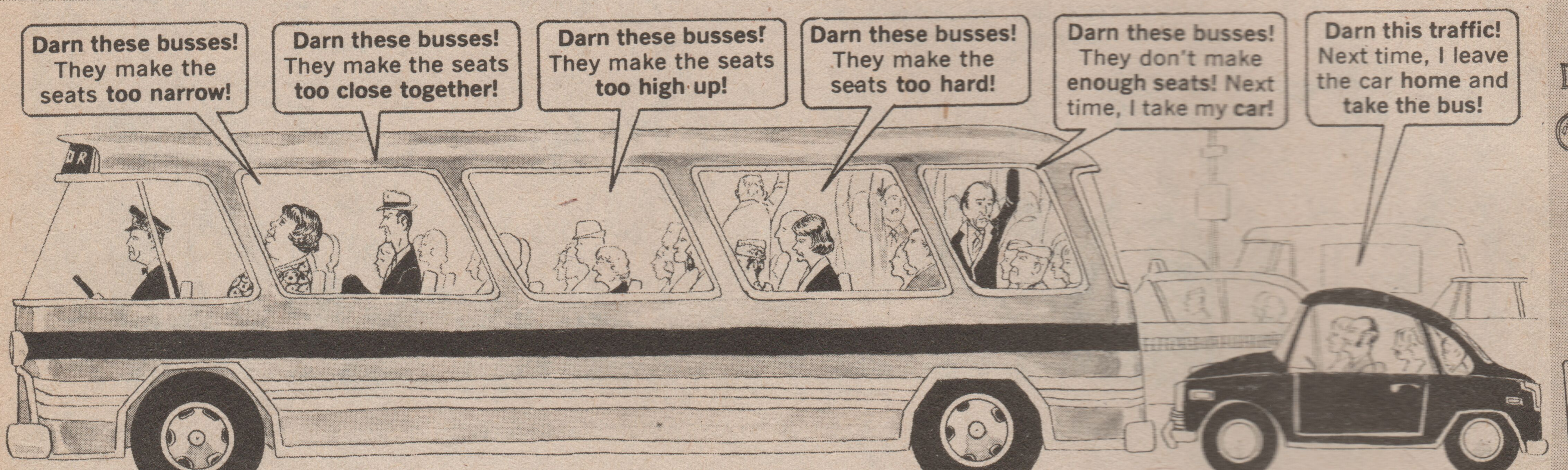


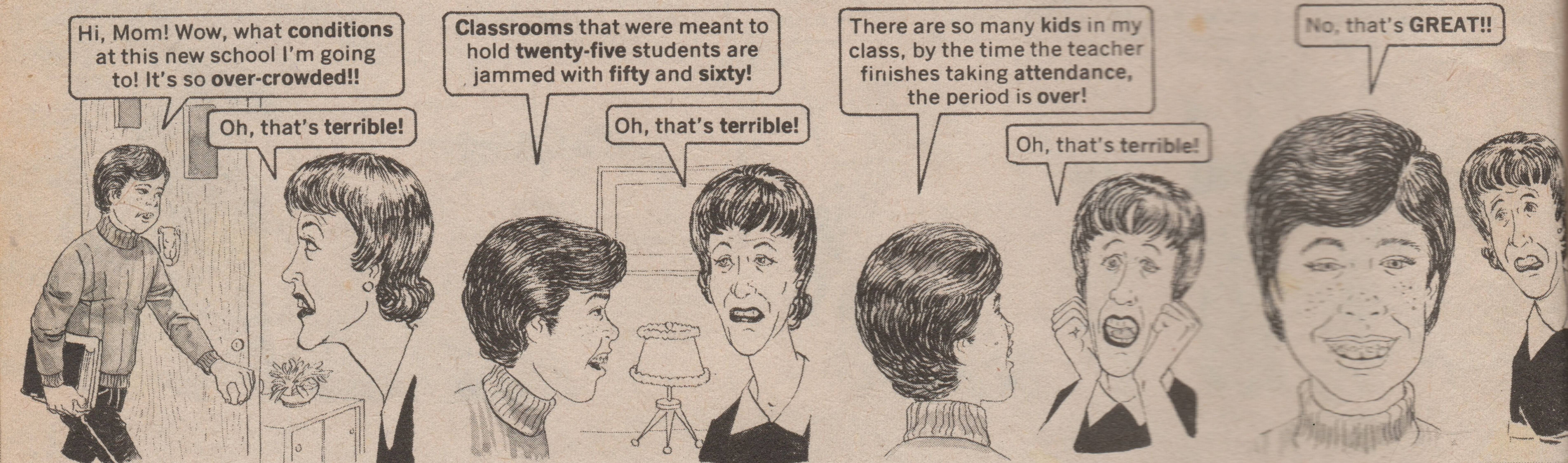

I moved into an **efficiency apartment!**
Okay! So what's an **efficiency apartment?**
Everything in it has a **dual purpose** to save as much **space** as possible! The **couch** folds out into a **bed!** The **coffee table** folds up into a **dining room table!** And the **kitchen's** hidden behind **folding doors!**
2A
Yecch! What a **crowded, unholy mess!** You call this an **efficiency apartment?!**
The apartment is **VERY efficient . . . !**
I'M not!!

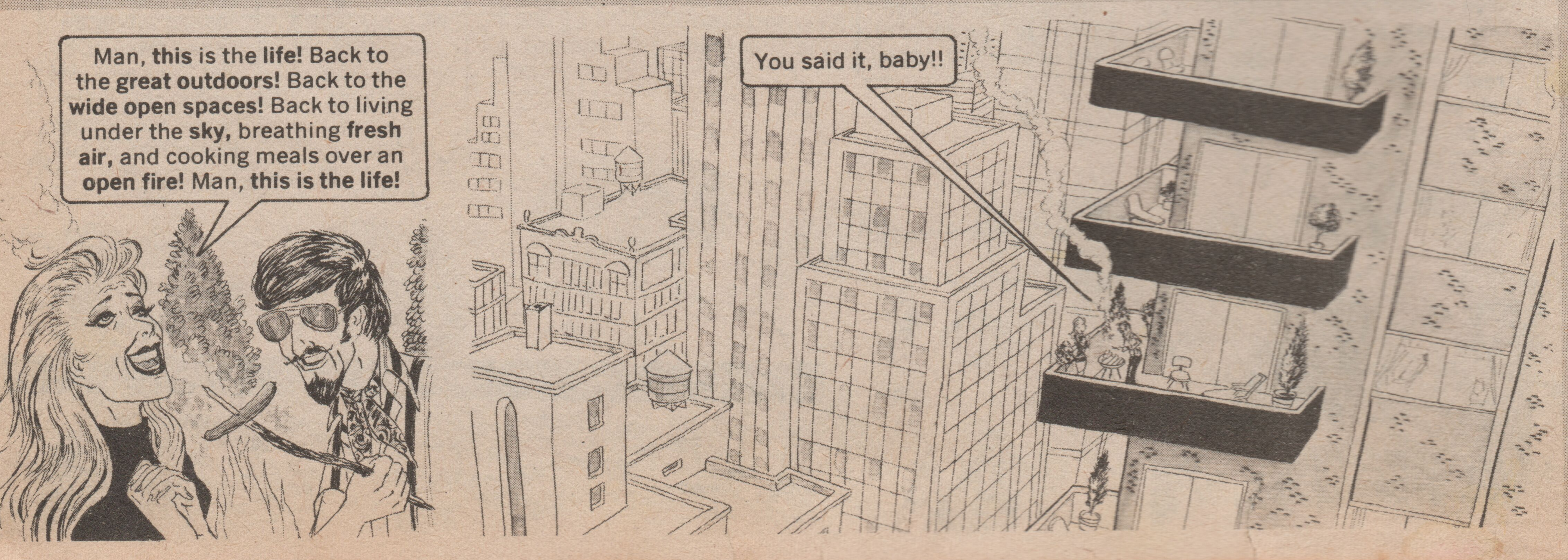

Hey! What in heck are you doing? You **double-parked** in front of me, which is **against the law!** Move your car, so I can get **out** of here!
I'm sorry! And I wish I **could** move—
But there's such a shortage of parking space that people have **triple-parked ME! I can't** move!!
Triple-parked?! My God, there's just no respect for the **Law** any more!
Talk about breaking the Law . . . what if there were a **fire** in this block! The **fire engines** couldn't even **get through** to it!
It wouldn't do any good if they **could!**
I'm parked in front of the **fire hydrant!**

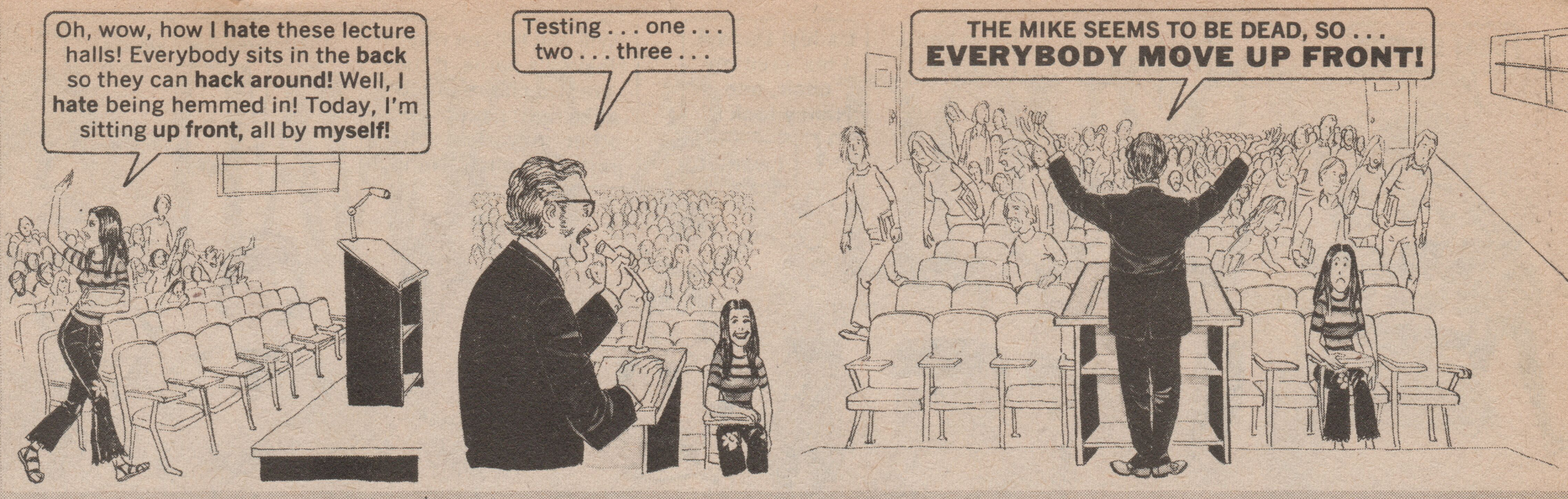

Well, we've **seen it** for **ourselves!** We've traveled across the country from coast to coast, and it's **all true!** The **population explosion** is **real!** The cities are **bursting at their seams,** and the suburbs are spreading out to become **cities!**
In a few generations, the number of people living in this country will **double** and **triple!**
Where the blazes are we going to **put** all those people?!?

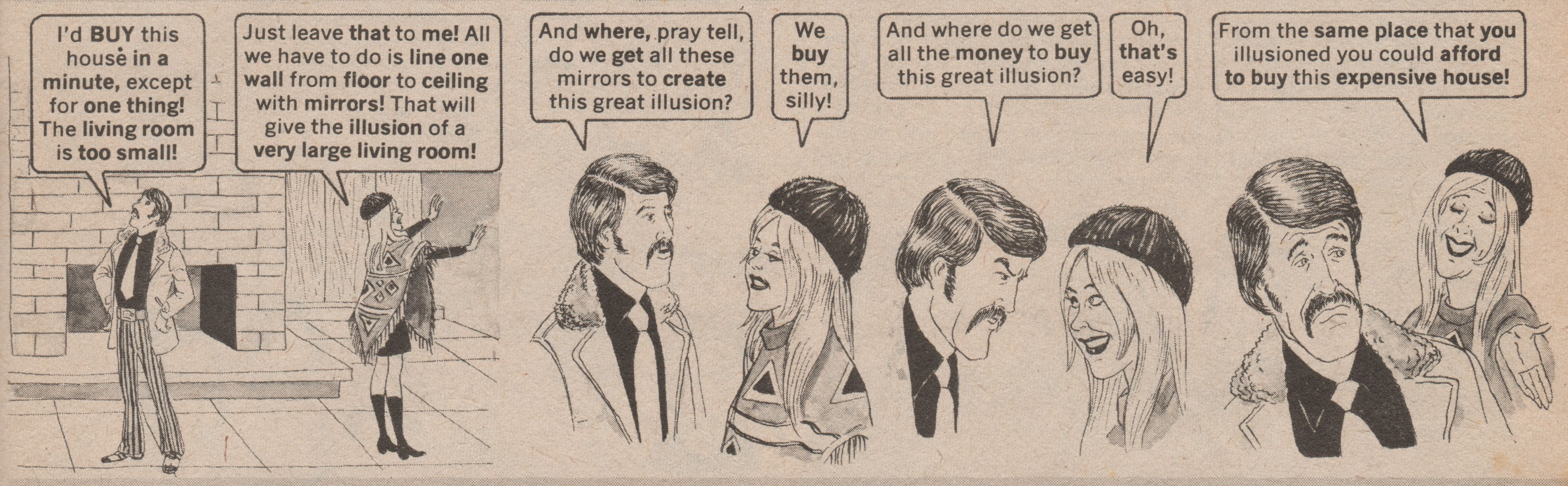

I can remember when I'd leave the house without even locking my door!
But today, with the drug culture, addicts are so desperate they'll steal anything to get a fix! I've been robbed five times! I've lost my new fur coat, my TV set and all my jewelry! Why, it got so bad, I went out and bought an expensive lock . . . and now I LOCK my door!
Oh, my gosh! I've been robbed again!
What did they steal this time?
The expensive lock!!

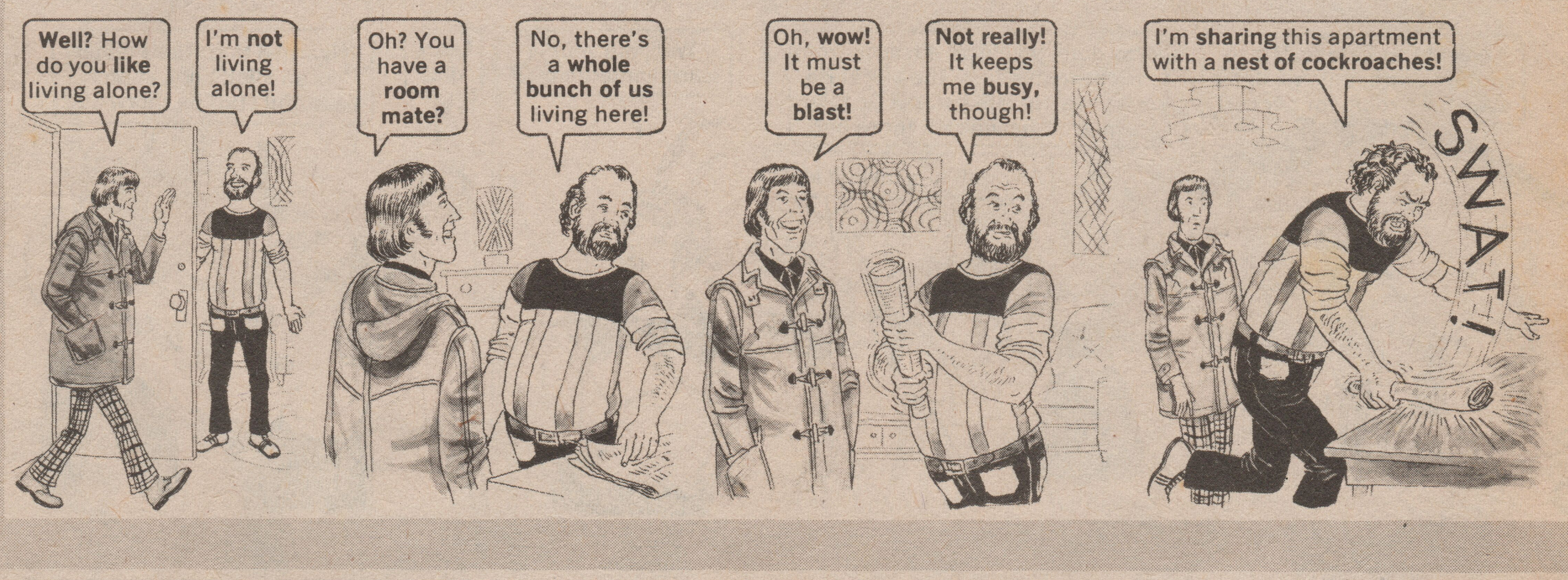

Darn these busses! They make the seats too narrow!
Darn these busses! They make the seats too close together!
Darn these busses! They make the seats too high up!
Darn these busses! They make the seats too hard!
Darn these busses! They don't make enough seats! Next time, I take my car!
Darn this traffic! Next time, I leave the car home and take the bus!

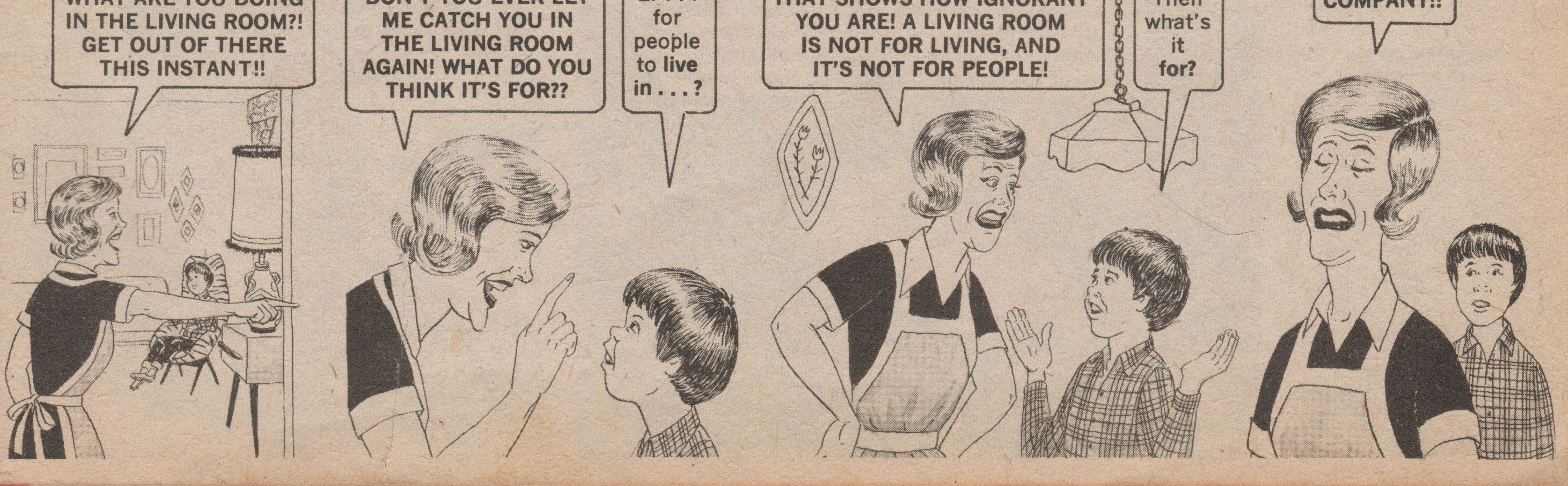

Hi, Mom! Wow, what conditions at this new school I'm going to! It's so over-crowded!!
Oh, that's terrible!
Classrooms that were meant to hold twenty-five students are jammed with fifty and sixty!
Oh, that's terrible!
There are so many kids in my class, by the time the teacher finishes taking attendance, the period is over!
Oh, that's terrible!
No, that's GREAT!!

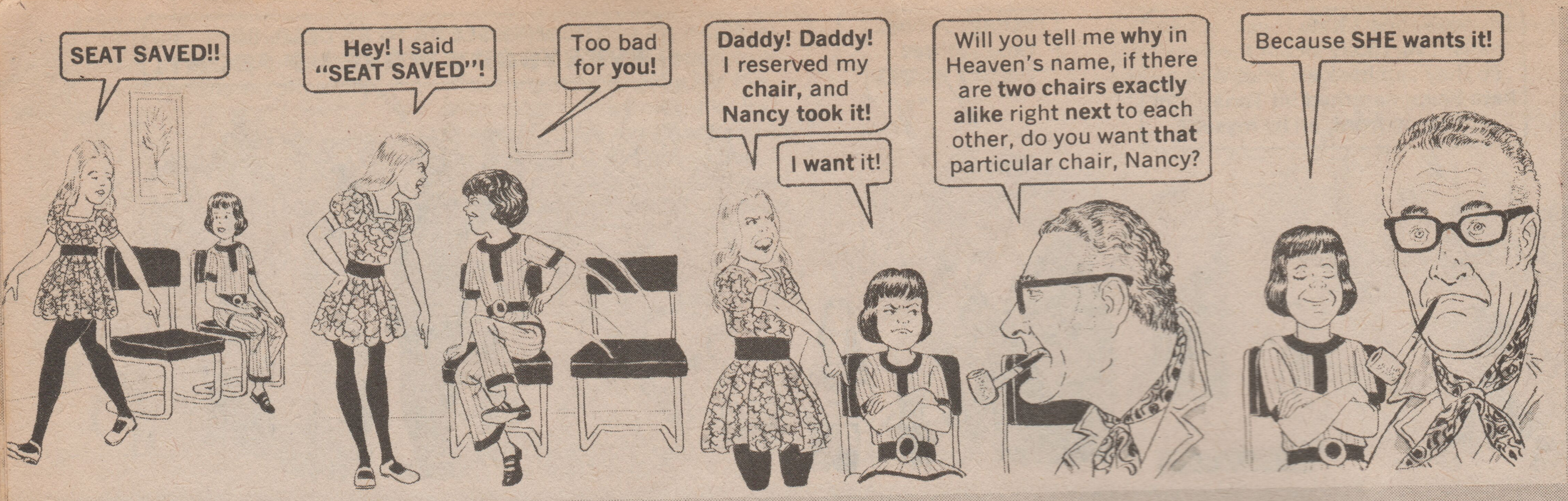

Man, this is the life! Back to the great outdoors! Back to the wide open spaces! Back to living under the sky, breathing fresh air, and cooking meals over an open fire! Man, this is the life!
You said it, baby!!

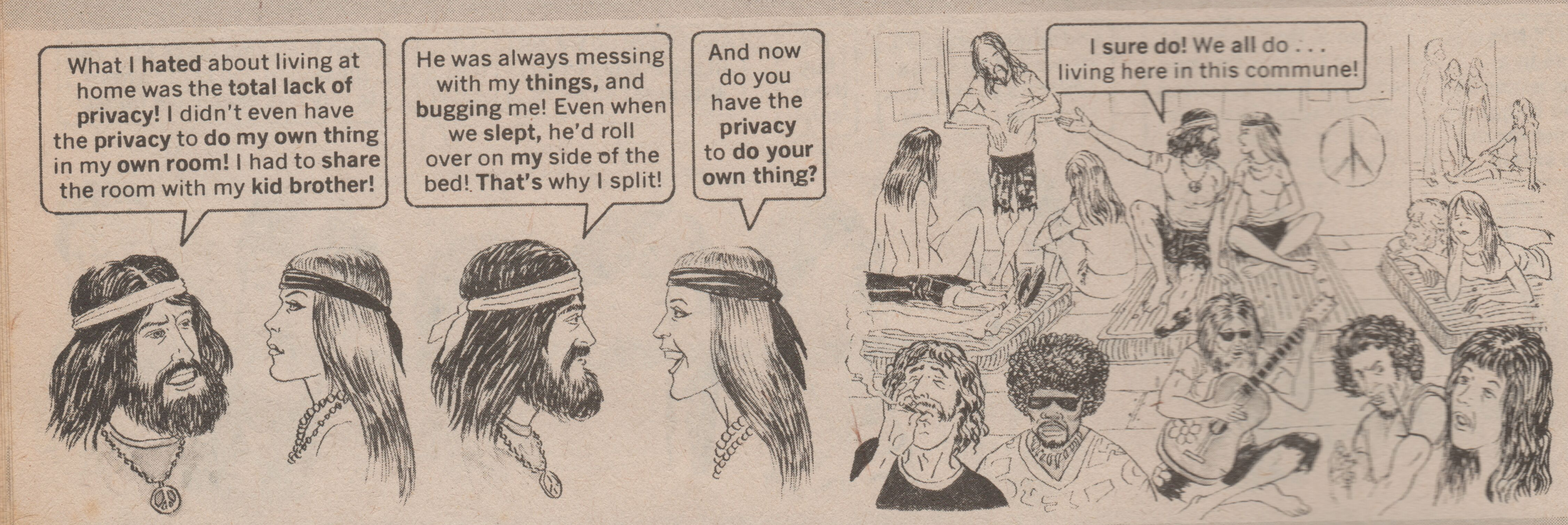

Oh, wow, how I hate these lecture halls! Everybody sits in the back so they can hack around! Well, I hate being hemmed in! Today, I'm sitting up front, all by myself!
Testing . . . one . . . two . . . three . . .
THE MIKE SEEMS TO BE DEAD, SO . . . EVERYBODY MOVE UP FRONT!

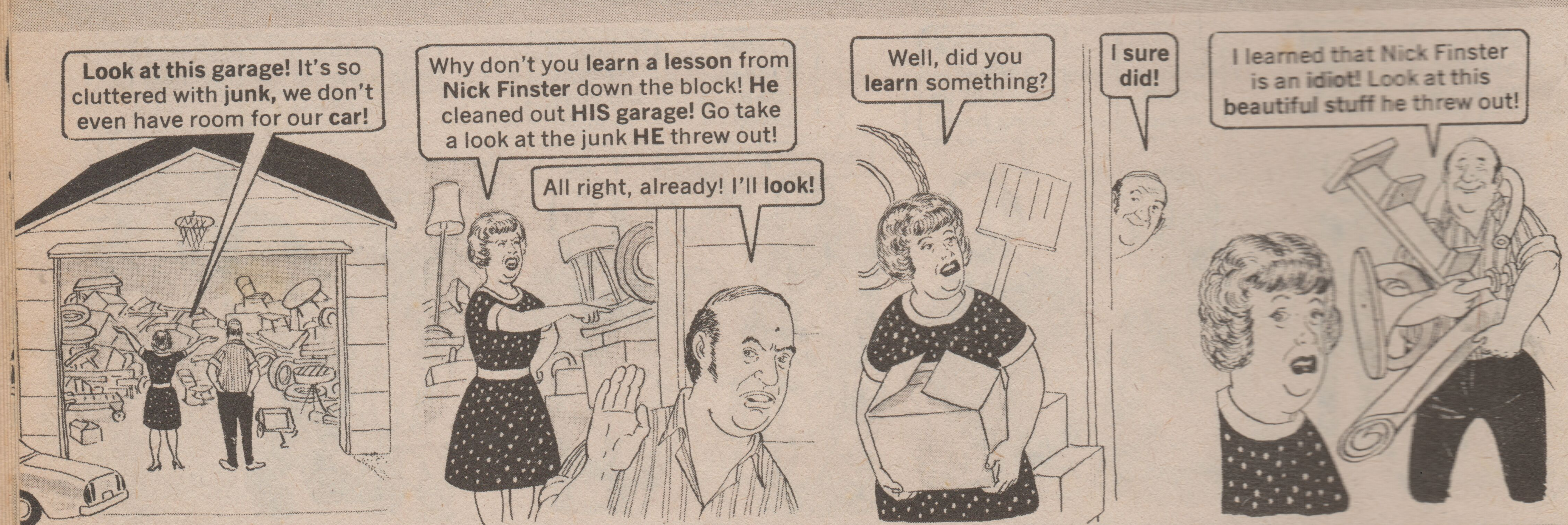

I'd BUY this house in a minute, except for one thing! The living room is too small!
Just leave that to me! All we have to do is line one wall from floor to ceiling with mirrors! That will give the illusion of a very large living room!
And where, pray tell, do we get all these mirrors to create this great illusion?
We buy them, silly!
And where do we get all the money to buy this great illusion?
Oh, that's easy!
From the same place that you illusioned you could afford to buy this expensive house!

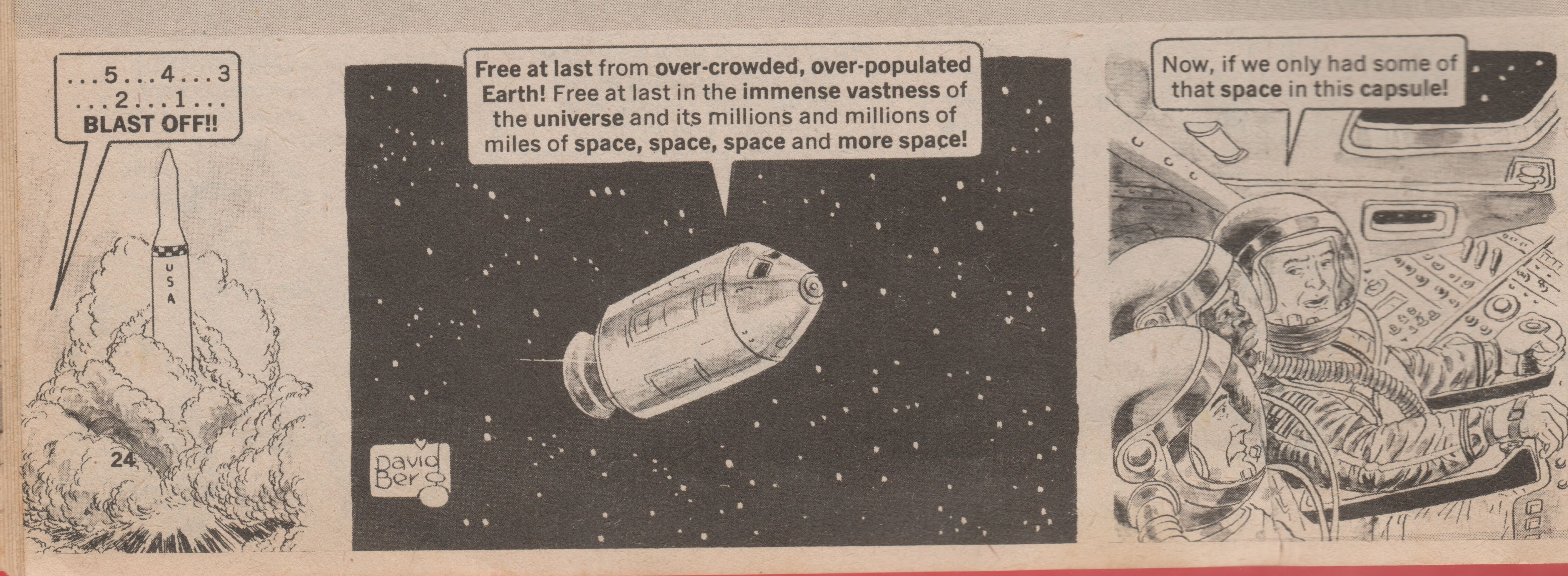

Well? How do you like living alone?
I'm not living alone!
Oh? You have a room mate?
No, there's a whole bunch of us living here!
Oh, wow! It must be a blast!
Not really! It keeps me busy, though!
I'm sharing this apartment with a nest of cockroaches!
SWAT!


WHAT ARE YOU DOING IN THE LIVING ROOM?! GET OUT OF THERE THIS INSTANT!!
DON'T YOU EVER LET ME CATCH YOU IN THE LIVING ROOM AGAIN! WHAT DO YOU THINK IT'S FOR??
Er . . . for people to live in . . . ?
THAT SHOWS HOW IGNORANT YOU ARE! A LIVING ROOM IS NOT FOR LIVING, AND IT'S NOT FOR PEOPLE!
Then what's it for?
COMPANY!!


SEAT SAVED!!
Hey! I said "SEAT SAVED"!
Too bad for you!
Daddy! Daddy! I reserved my chair, and Nancy took it!
I want it!
Will you tell me why in Heaven's name, if there are two chairs exactly alike right next to each other, do you want that particular chair, Nancy?
Because SHE wants it!


What I hated about living at home was the total lack of privacy! I didn't even have the privacy to do my own thing in my own room! I had to share the room with my kid brother!
He was always messing with my things, and bugging me! Even when we slept, he'd roll over on my side of the bed! That's why I split!
And now do you have the privacy to do your own thing?
I sure do! We all do . . . living here in this commune!


Look at this garage! It's so cluttered with junk, we don't even have room for our car!
Why don't you learn a lesson from Nick Finster down the block! He cleaned out HIS garage! Go take a look at the junk HE threw out!
All right, already! I'll look!
Well, did you learn something?
I sure did!
I learned that Nick Finster is an idiot! Look at this beautiful stuff he threw out!


. . . 5 . . . 4 . . . 3 . . . 2 . . . 1 . . . BLAST OFF!!
USA
Free at last from over-crowded, over-populated Earth! Free at last in the immense vastness of the universe and its millions and millions of miles of space, space, space and more space!
Now, if we only had some of that space in this capsule!
David Berg

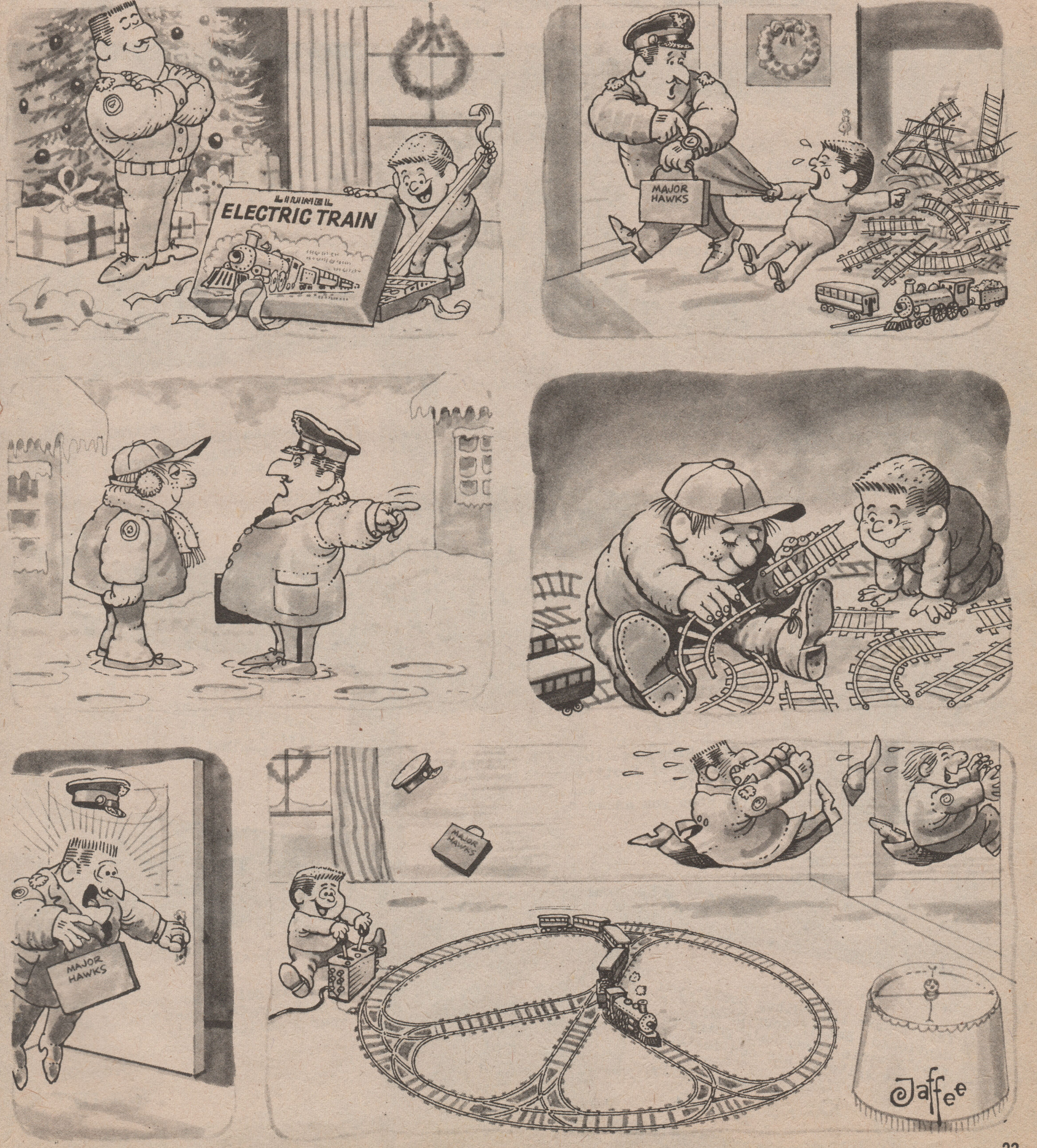
FOWL PLAY DEPT.

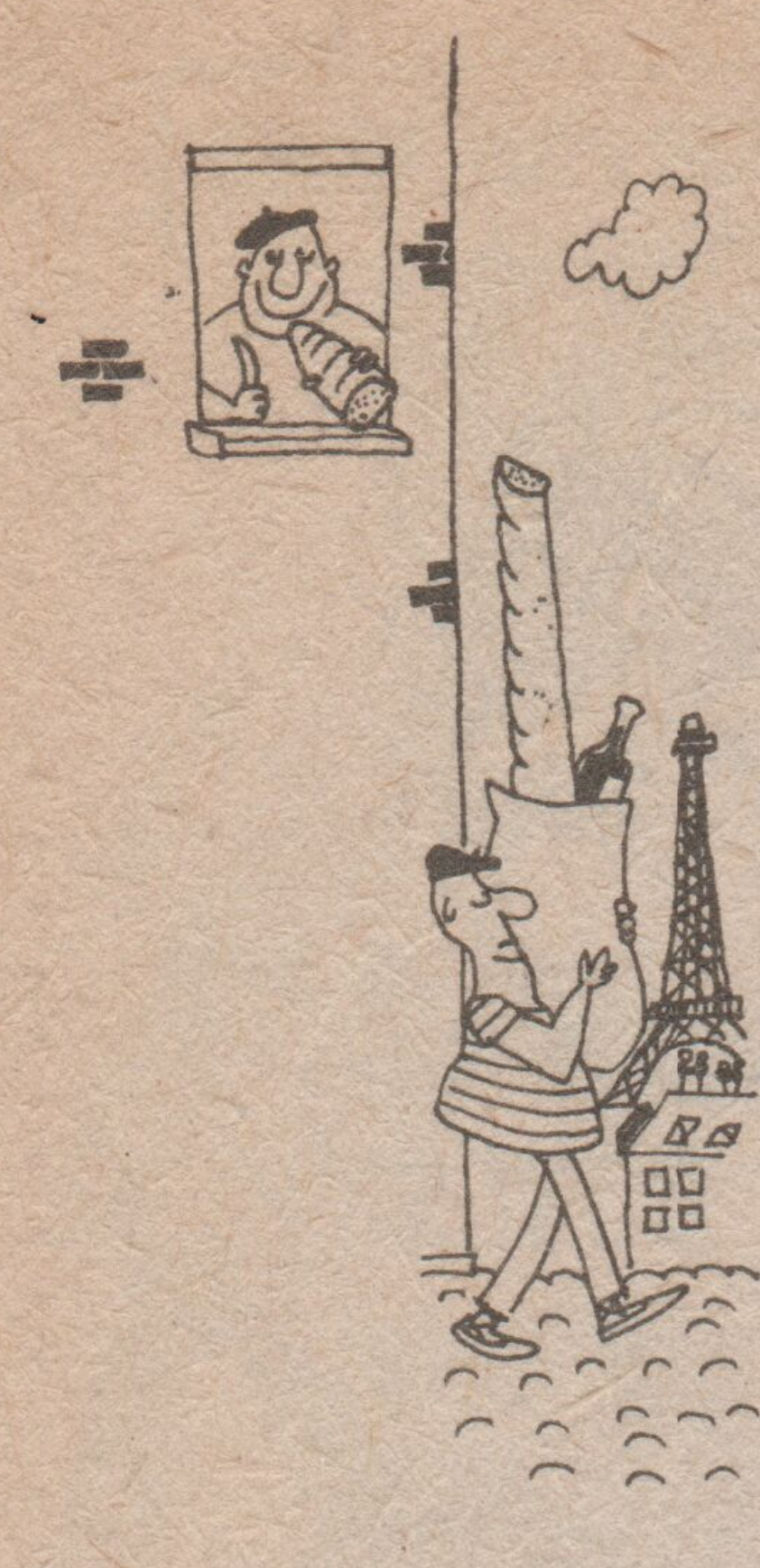
MAJOR HAWKS

HAWKS & DOVES

PRIVATE DOVES

ARTIST & WRITER: AL JAFFEE


LIONEL
ELECTRIC TRAIN
MAJOR HAWKS
MAJOR HAWKS
MAJOR HAWKS
Jaffee

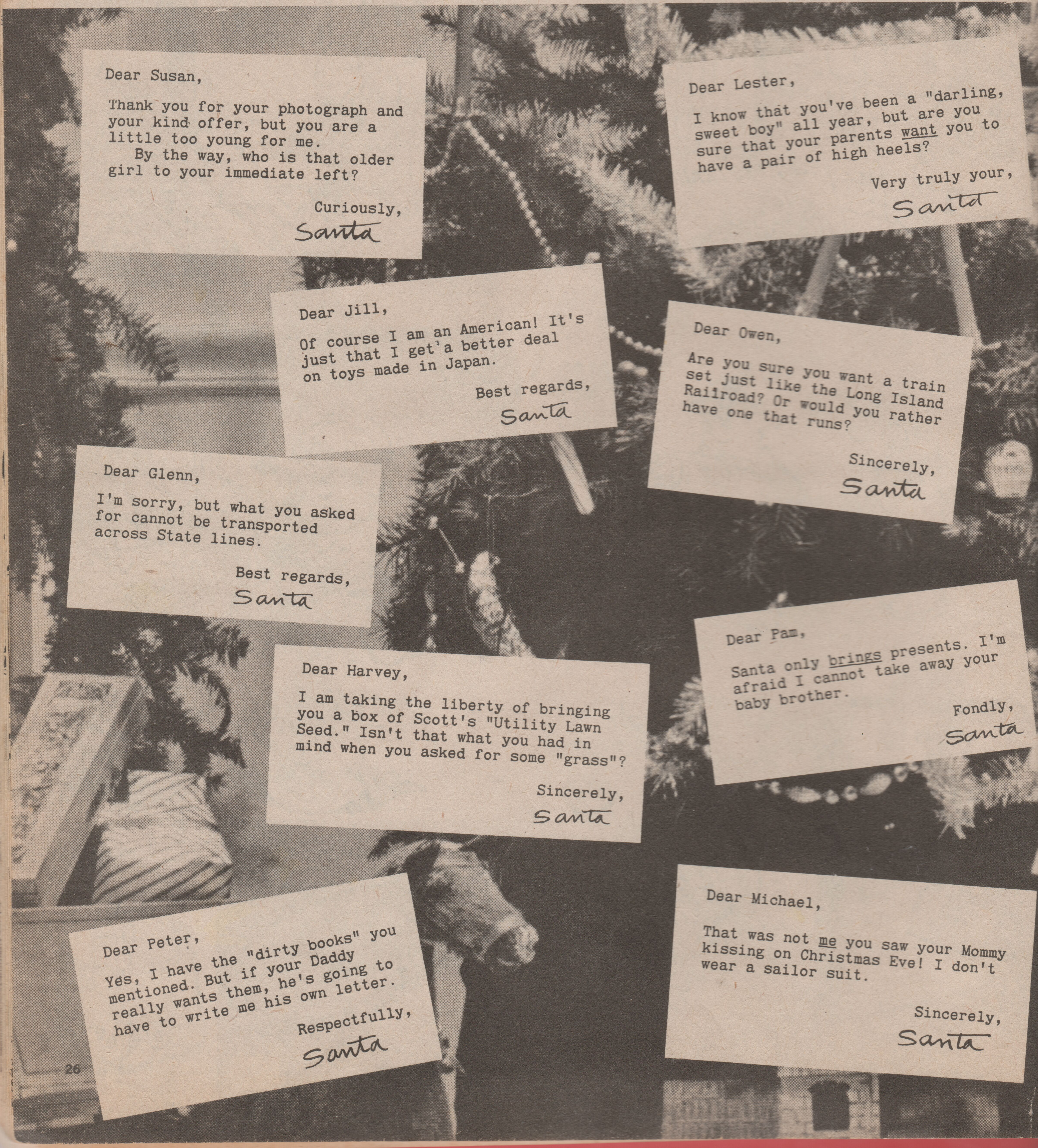


ESCAPE CLAUS DEPT.

A few issues back (MAD #142) we observed there were an awful lot of one-way letter-writing by children—to God. To remedy this situation, we published some "Answers To Children's Letters—

Answers To Children

WRITERS: DICK De BARTOLO & DONALD K. EPSTEIN



Dear Susan,

Thank you for your photograph and your kind offer, but you are a little too young for me.
By the way, who is that older girl to your immediate left?

Curiously,
Santa

Dear Lester,

I know that you've been a "darling, sweet boy" all year, but are you sure that your parents want you to have a pair of high heels?

Very truly your,
Santa

Dear Jill,

Of course I am an American! It's just that I get a better deal on toys made in Japan.

Best regards,
Santa

Dear Owen,

Are you sure you want a train set just like the Long Island Railroad? Or would you rather have one that runs?

Sincerely,
Santa

Dear Glenn,

I'm sorry, but what you asked for cannot be transported across State lines.

Best regards,
Santa

Dear Pam,

Santa only brings presents. I'm afraid I cannot take away your baby brother.

Fondly,
Santa

Dear Harvey,

I am taking the liberty of bringing you a box of Scott's "Utility Lawn Seed." Isn't that what you had in mind when you asked for some "grass"?

Sincerely,
Santa

Dear Michael,

That was not me you saw your Mommy kissing on Christmas Eve! I don't wear a sailor suit.

Sincerely,
Santa

Dear Peter,

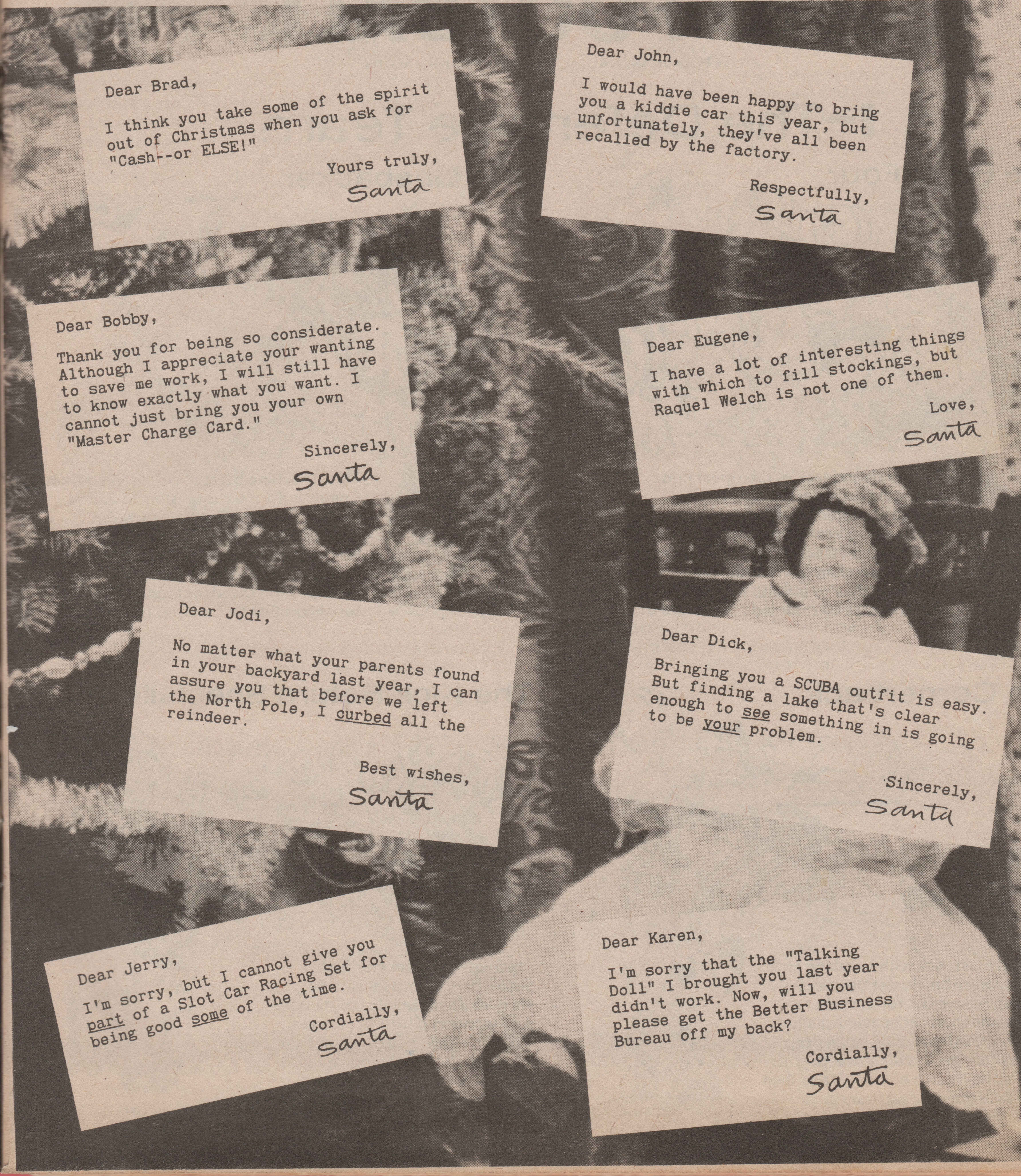
Yes, I have the "dirty books" you mentioned. But if your Daddy really wants them, he's going to have to write me his own letter.

Respectfully,
Santa

From God." With the Christmas Season upon us, there's an awful lot of one-way letter-writing by children to another busy person —mainly Santa Claus. To remedy this situation, MAD presents . . .

s Letters—From Santa

PHOTO BY: DPI



Dear Brad,

I think you take some of the spirit out of Christmas when you ask for "Cash--or ELSE!"

Yours truly,

Santa

Dear John,

I would have been happy to bring you a kiddie car this year, but unfortunately, they've all been recalled by the factory.

Respectfully,

Santa

Dear Bobby,

Thank you for being so considerate. Although I appreciate your wanting to save me work, I will still have to know exactly what you want. I cannot just bring you your own "Master Charge Card."

Sincerely,

Santa

Dear Eugene,

I have a lot of interesting things with which to fill stockings, but Raquel Welch is not one of them.

Love,

Santa

Dear Jodi,

No matter what your parents found in your backyard last year, I can assure you that before we left the North Pole, I curbed all the reindeer.

Best wishes,

Santa

Dear Dick,

Bringing you a SCUBA outfit is easy. But finding a lake that's clear enough to see something in is going to be your problem.

Sincerely,

Santa

Dear Jerry,

I'm sorry, but I cannot give you part of a Slot Car Racing Set for being good some of the time.

Cordially,

Santa

Dear Karen,

I'm sorry that the "Talking Doll" I brought you last year didn't work. Now, will you please get the Better Business Bureau off my back?

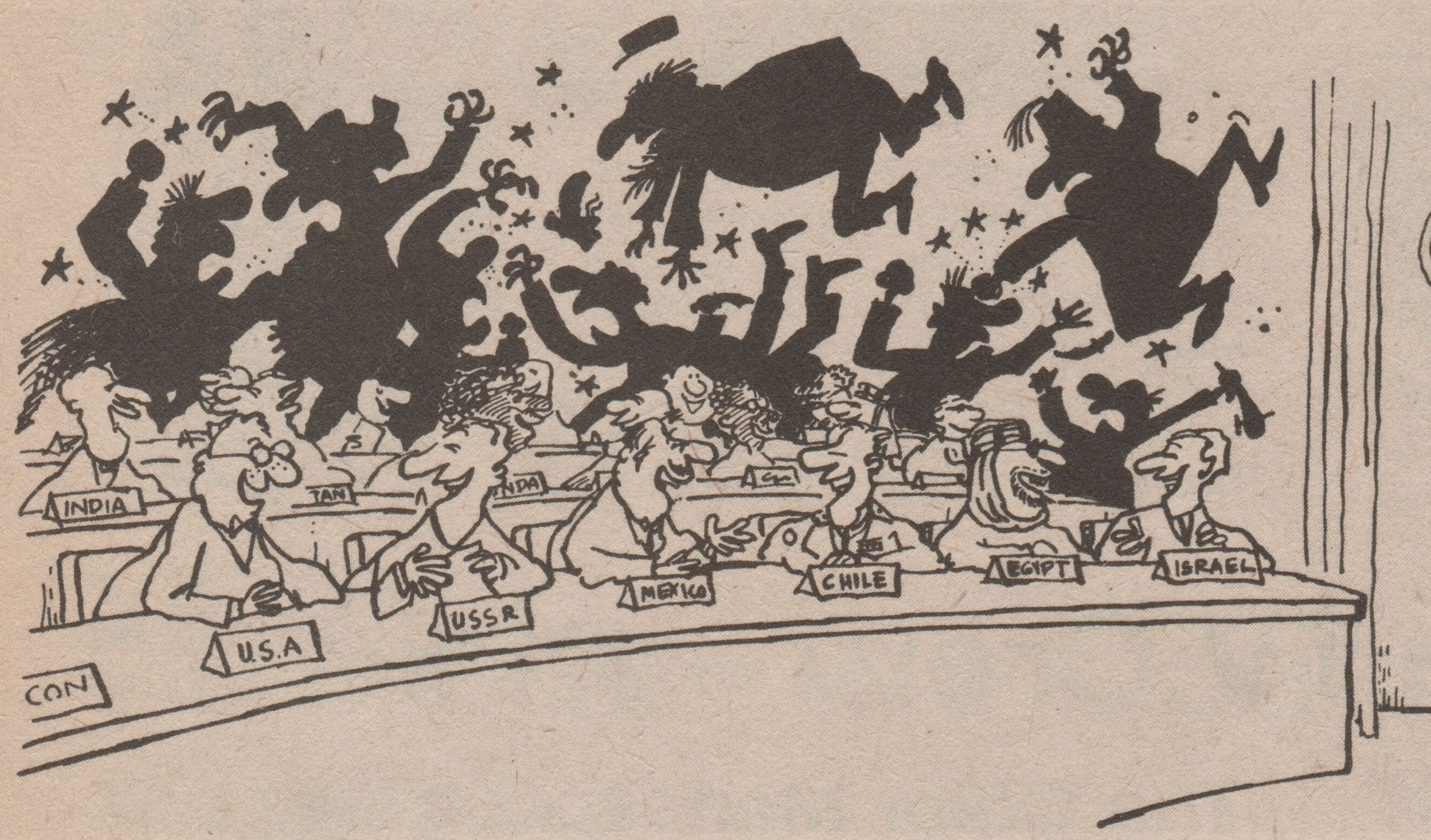
Cordially,

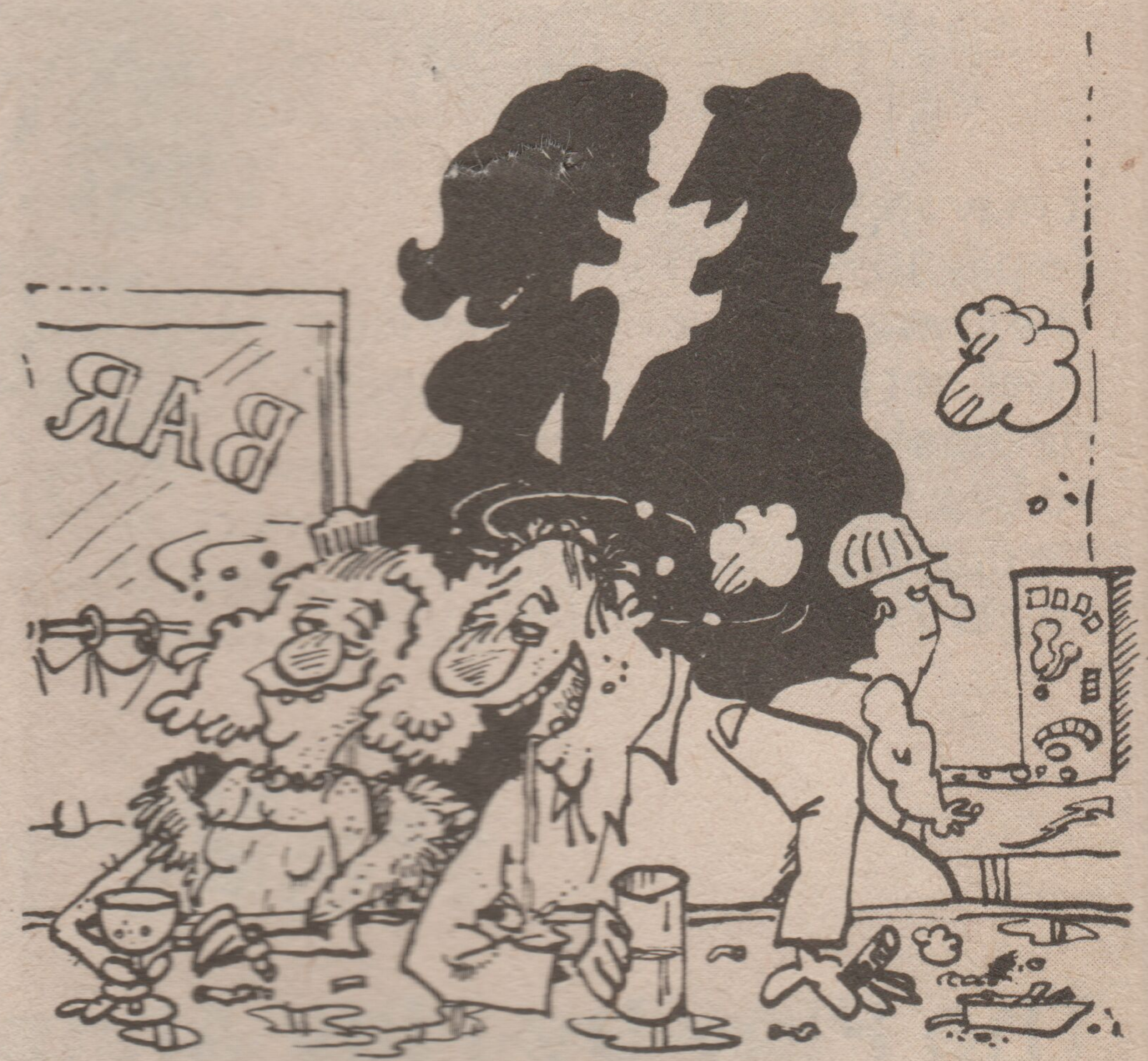
Santa

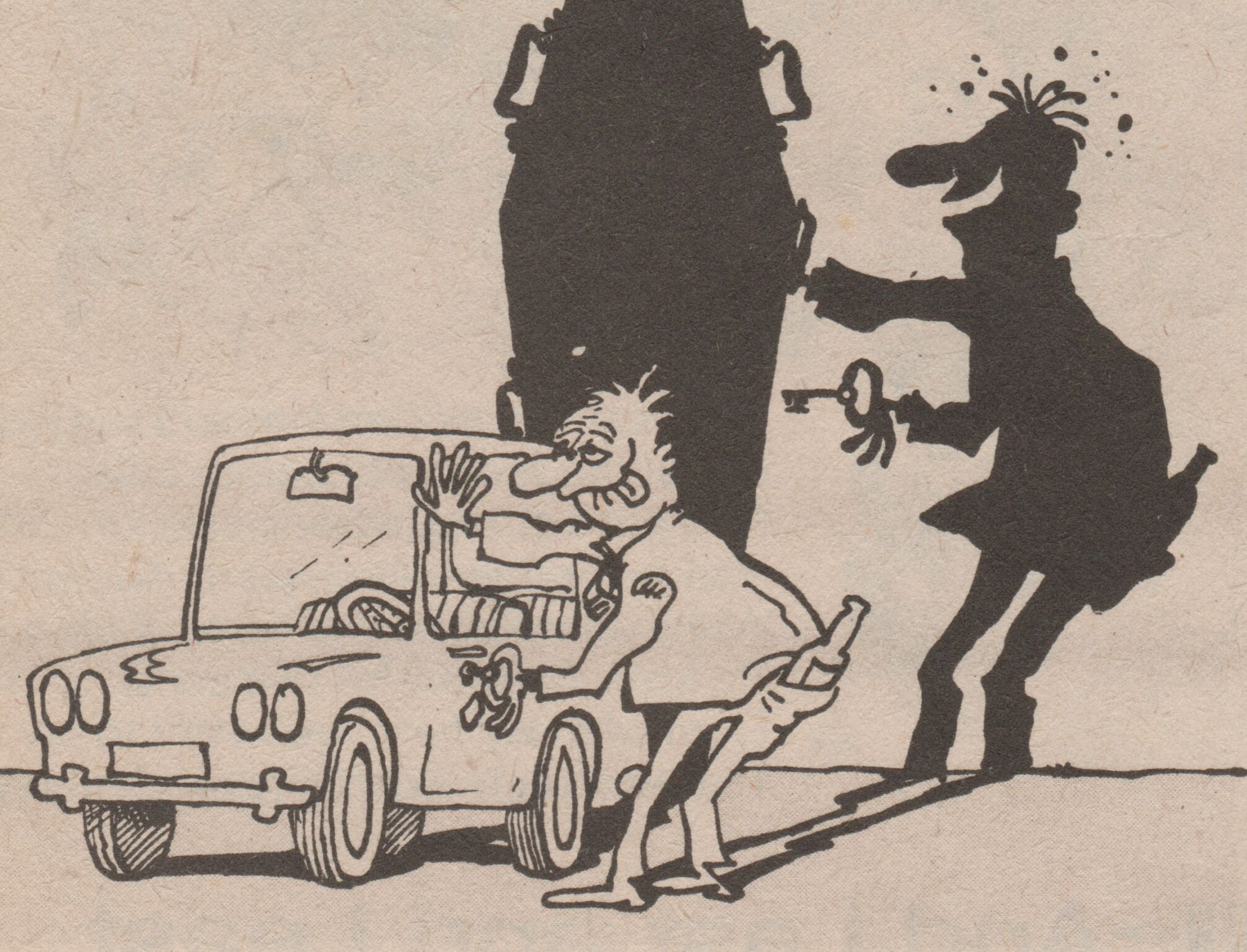
WE GOT YOUR PENUMBRA DEPT.

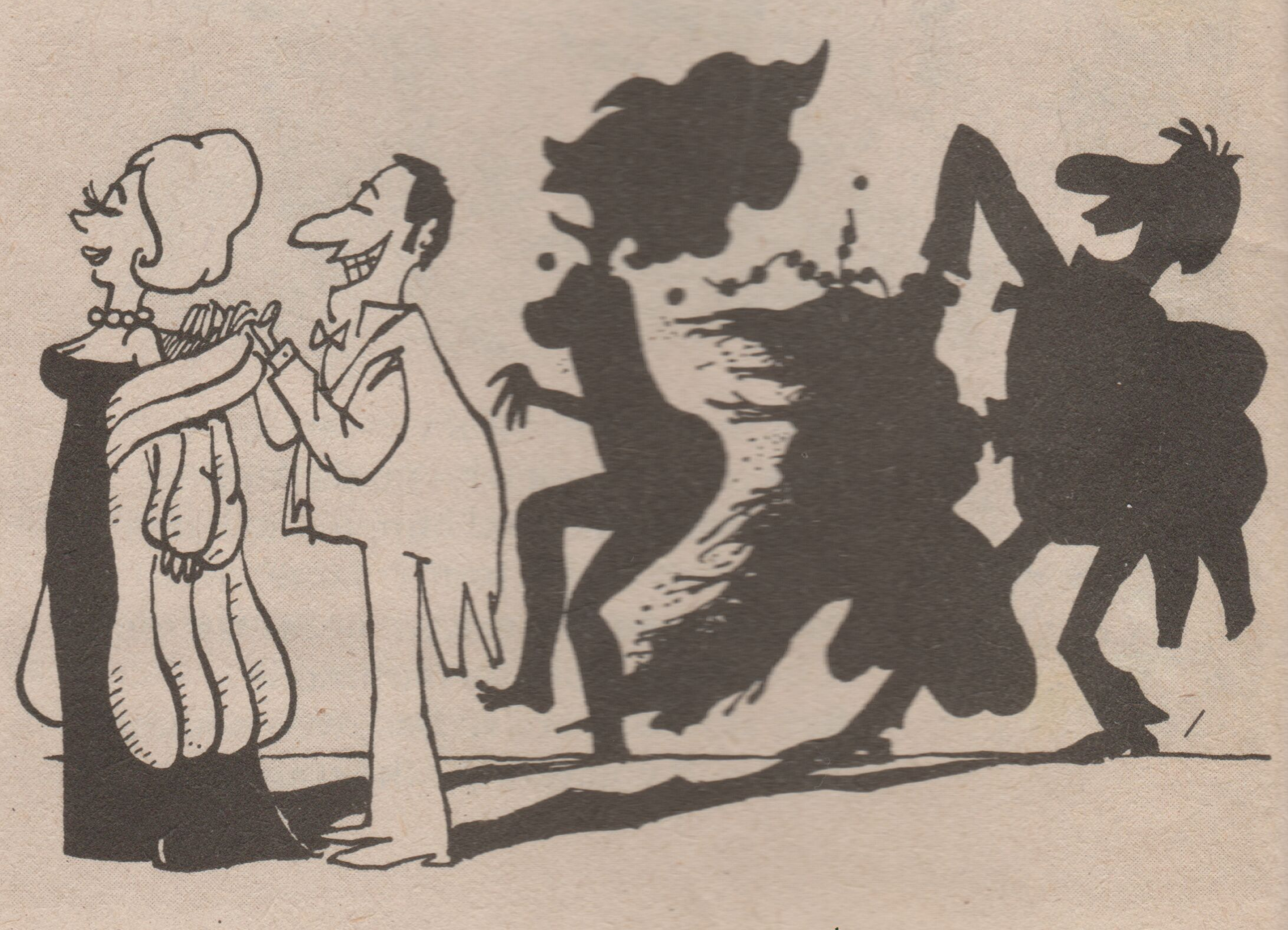
Who Knows What Evils Lurk In

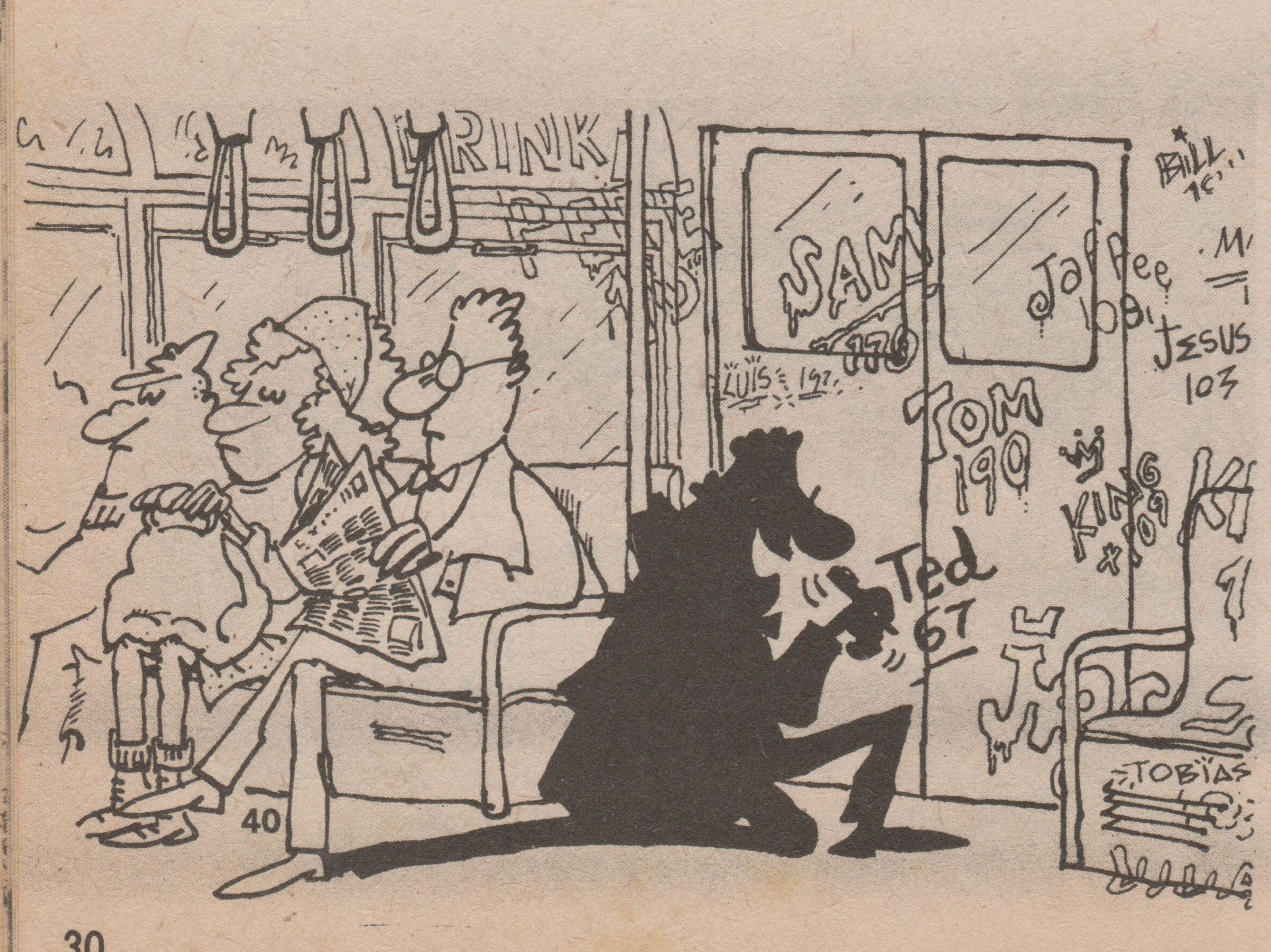
THE SHADOW

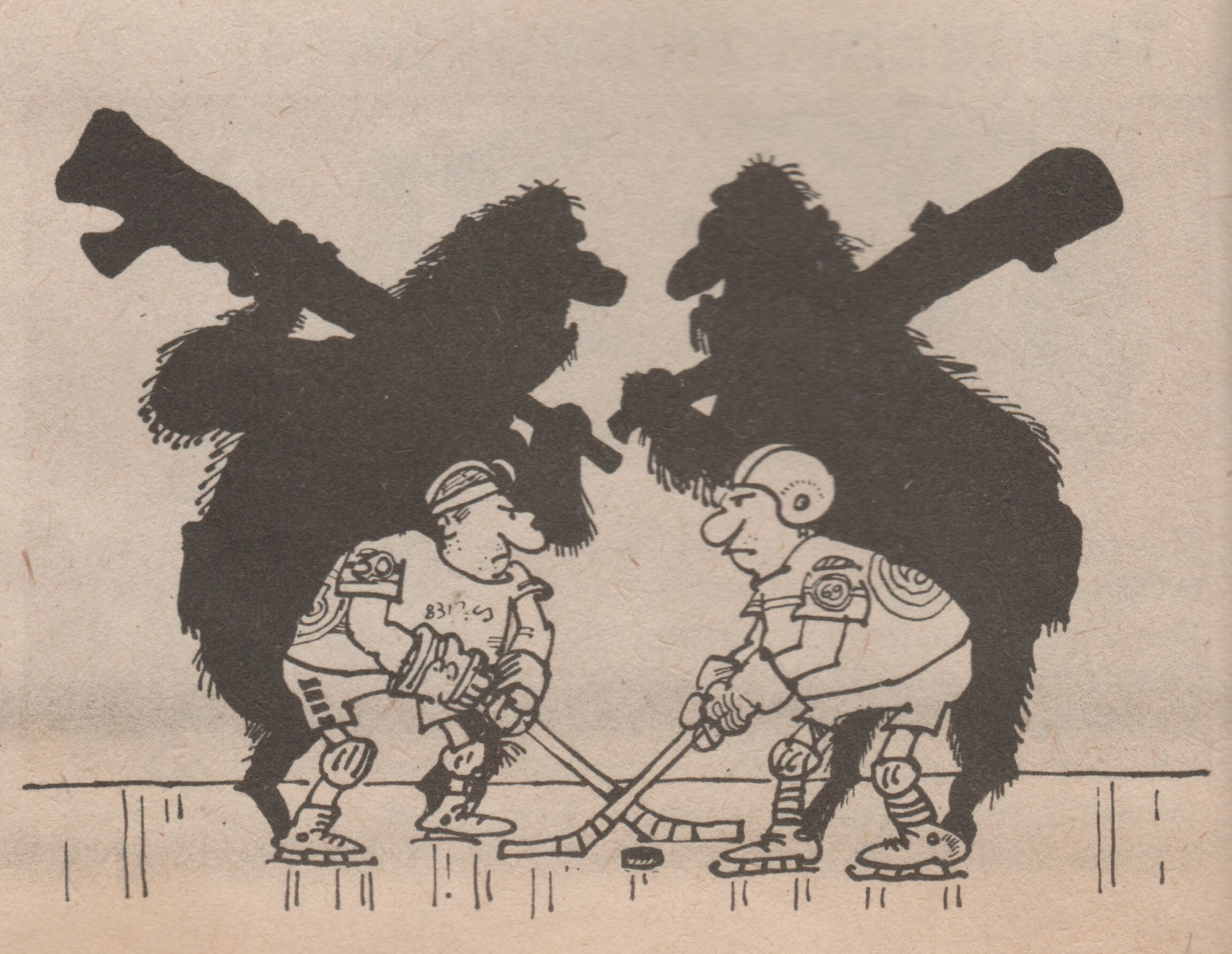

UN
INDIA
TAN
NDIA
MEXICO
CHILE
EGIPT
ISRAEL
USSR
U.S.A
CON







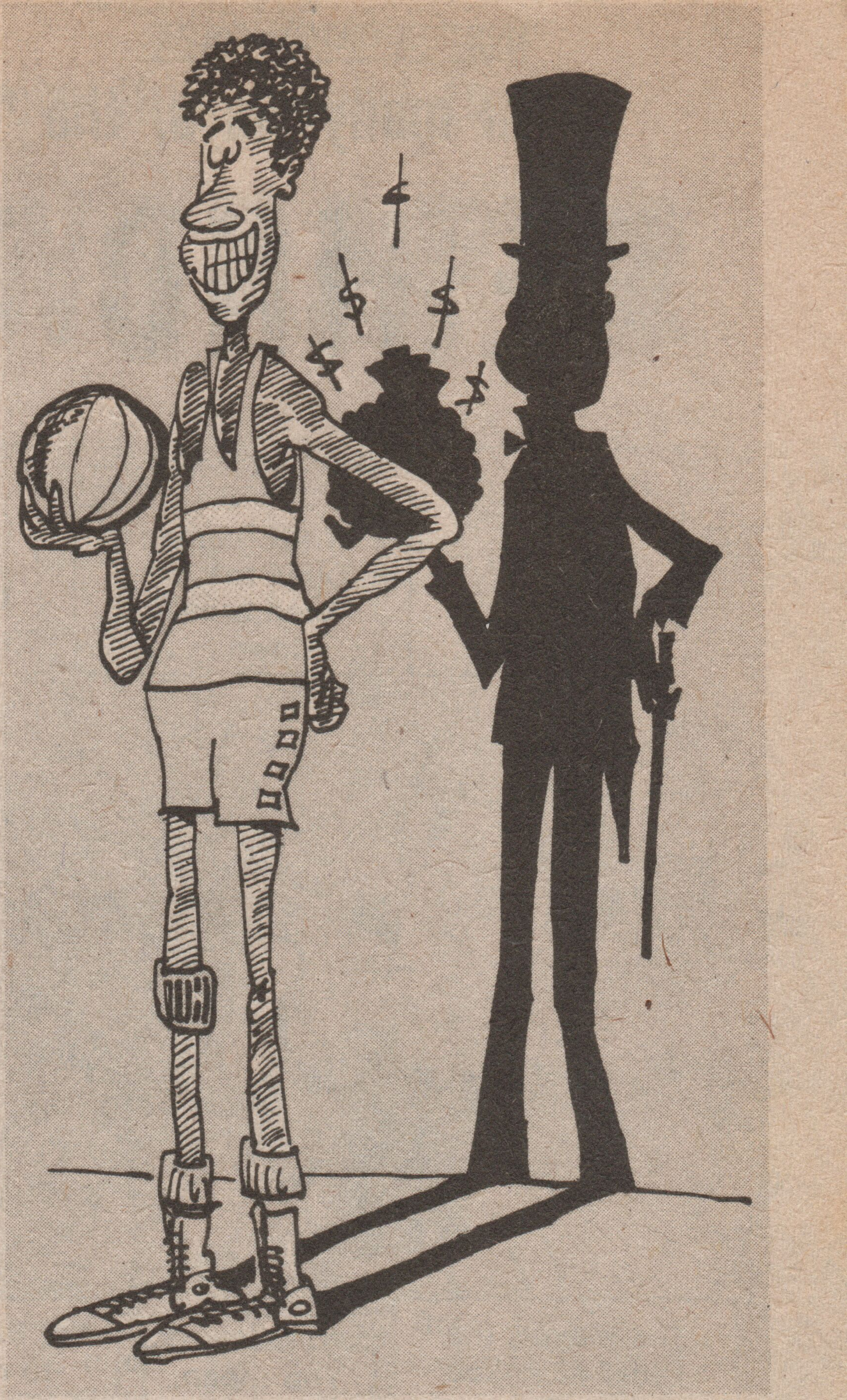

DRINK
SAM
Joffee
JESUS 103
LUIS
TOM 190
KING 109
Ted 57
BILL
TOBIAS
40

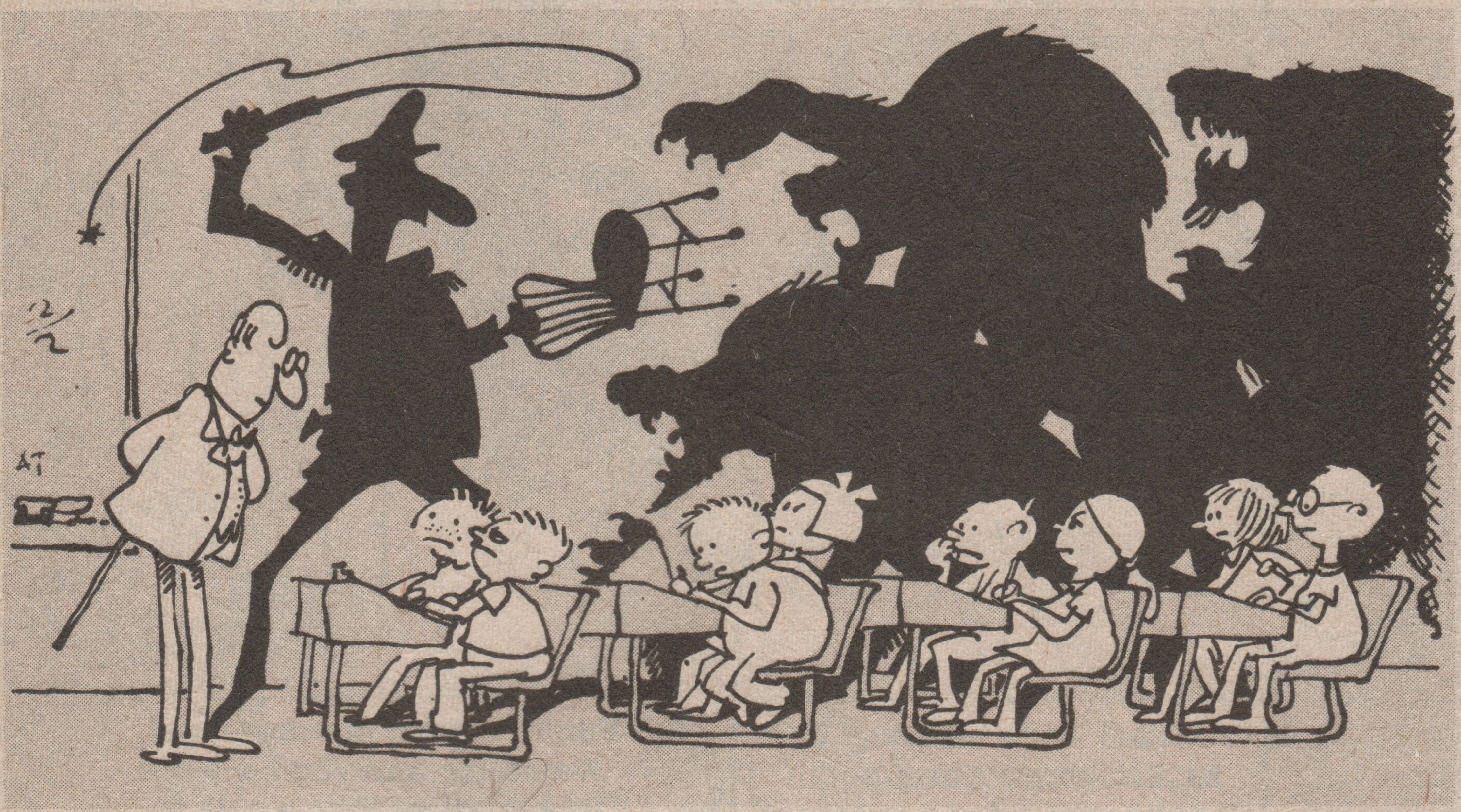


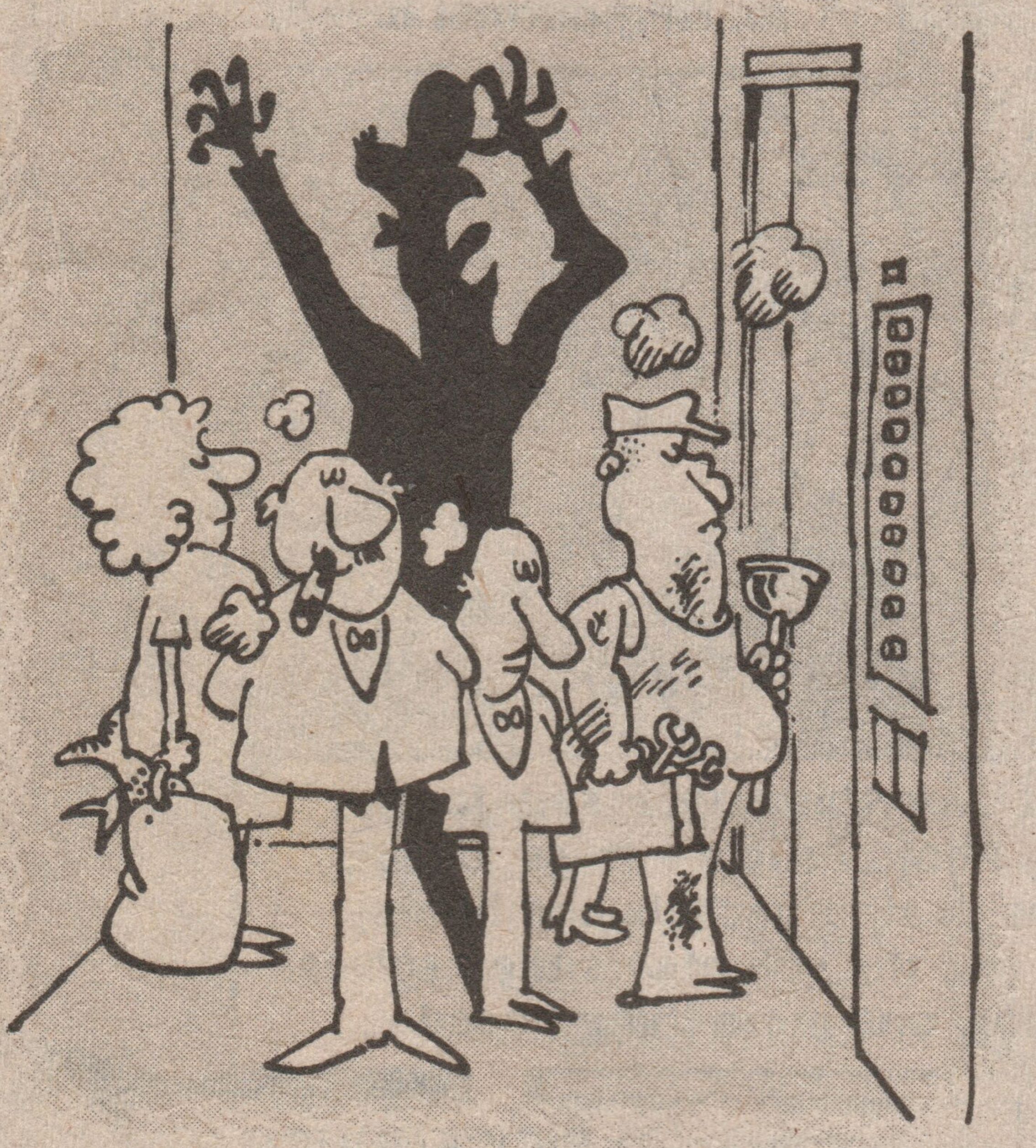
The Hearts Of Men?

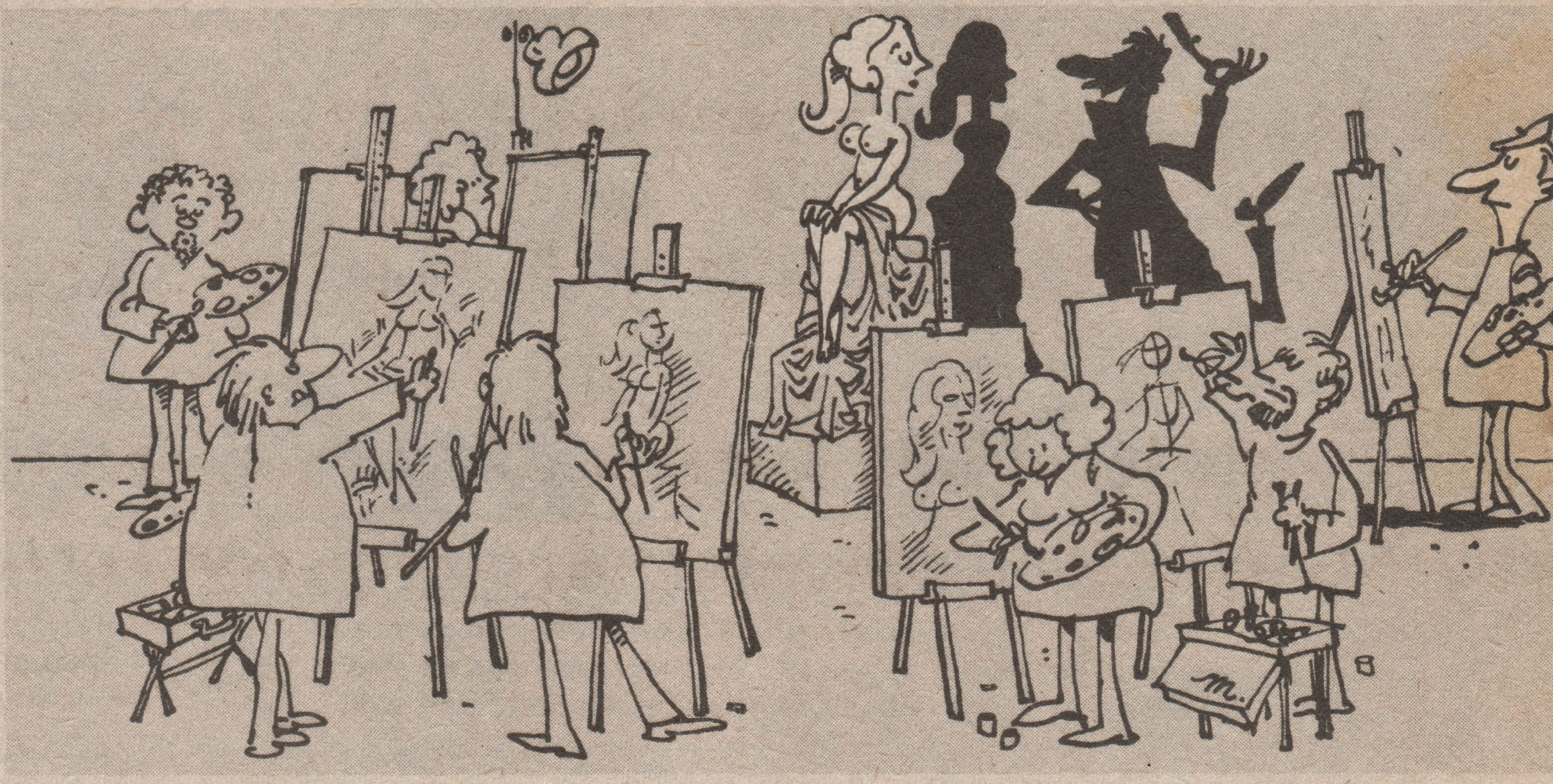
KNOWS

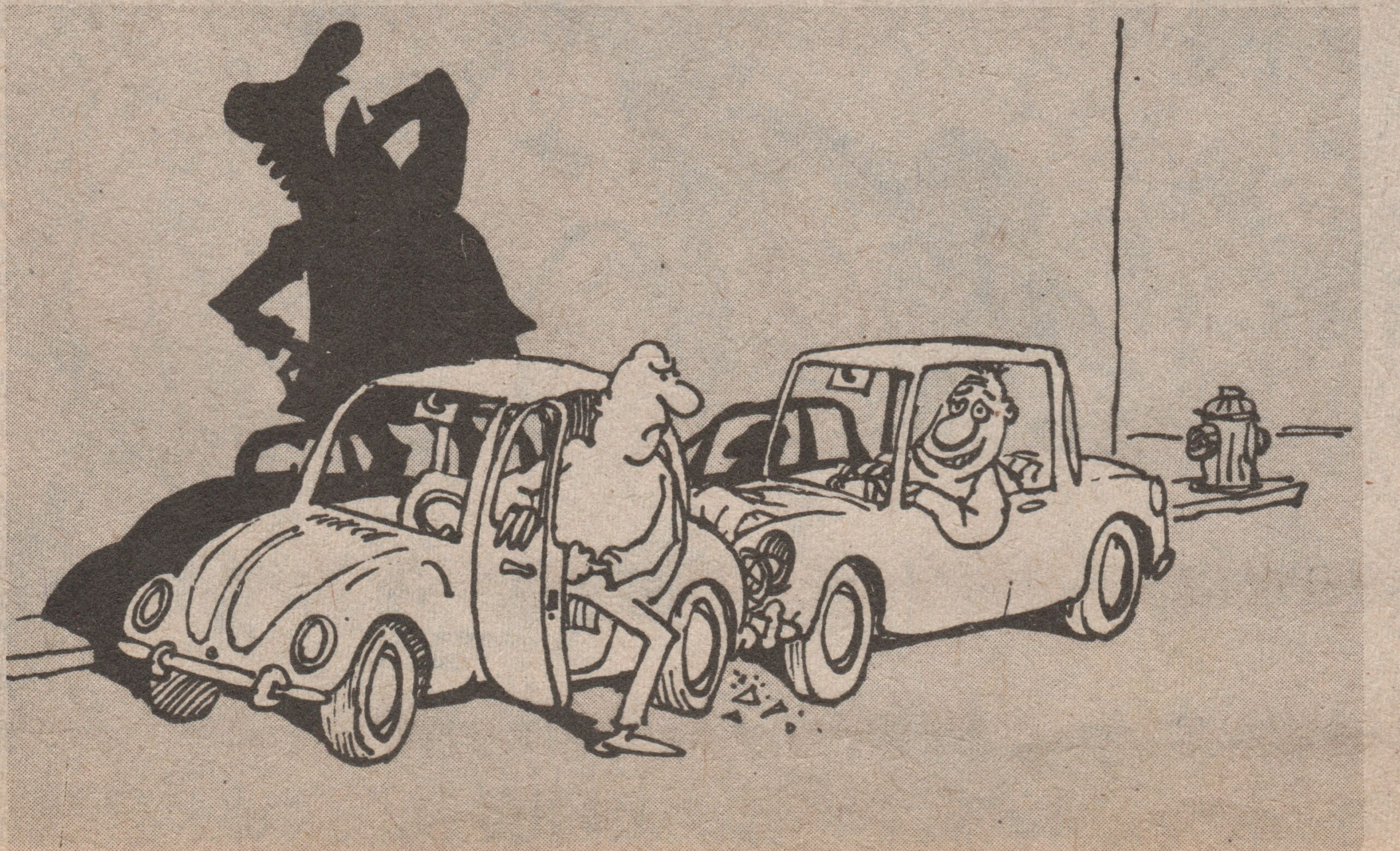
WRITER & ARTIST: SERGIO ARAGONES

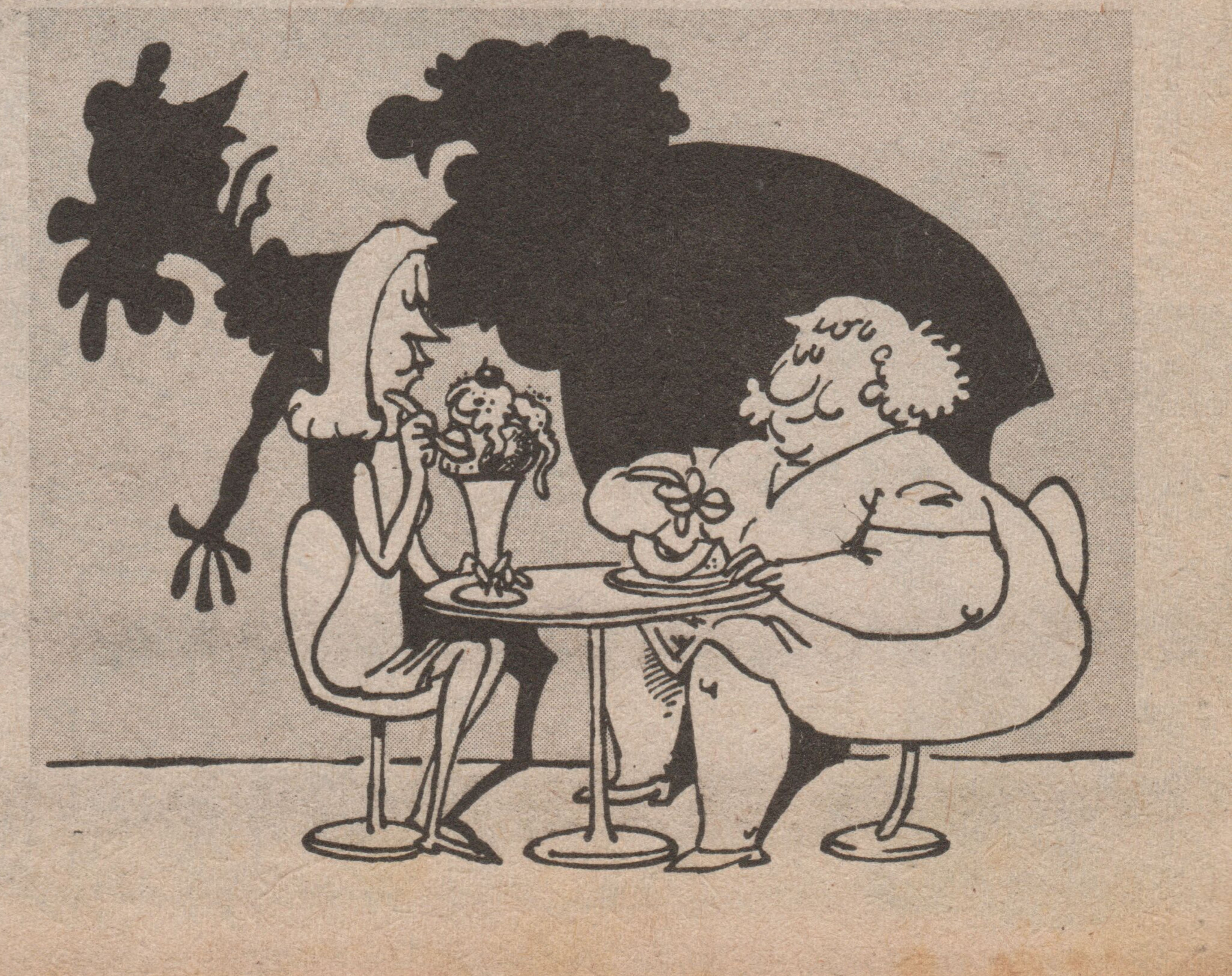










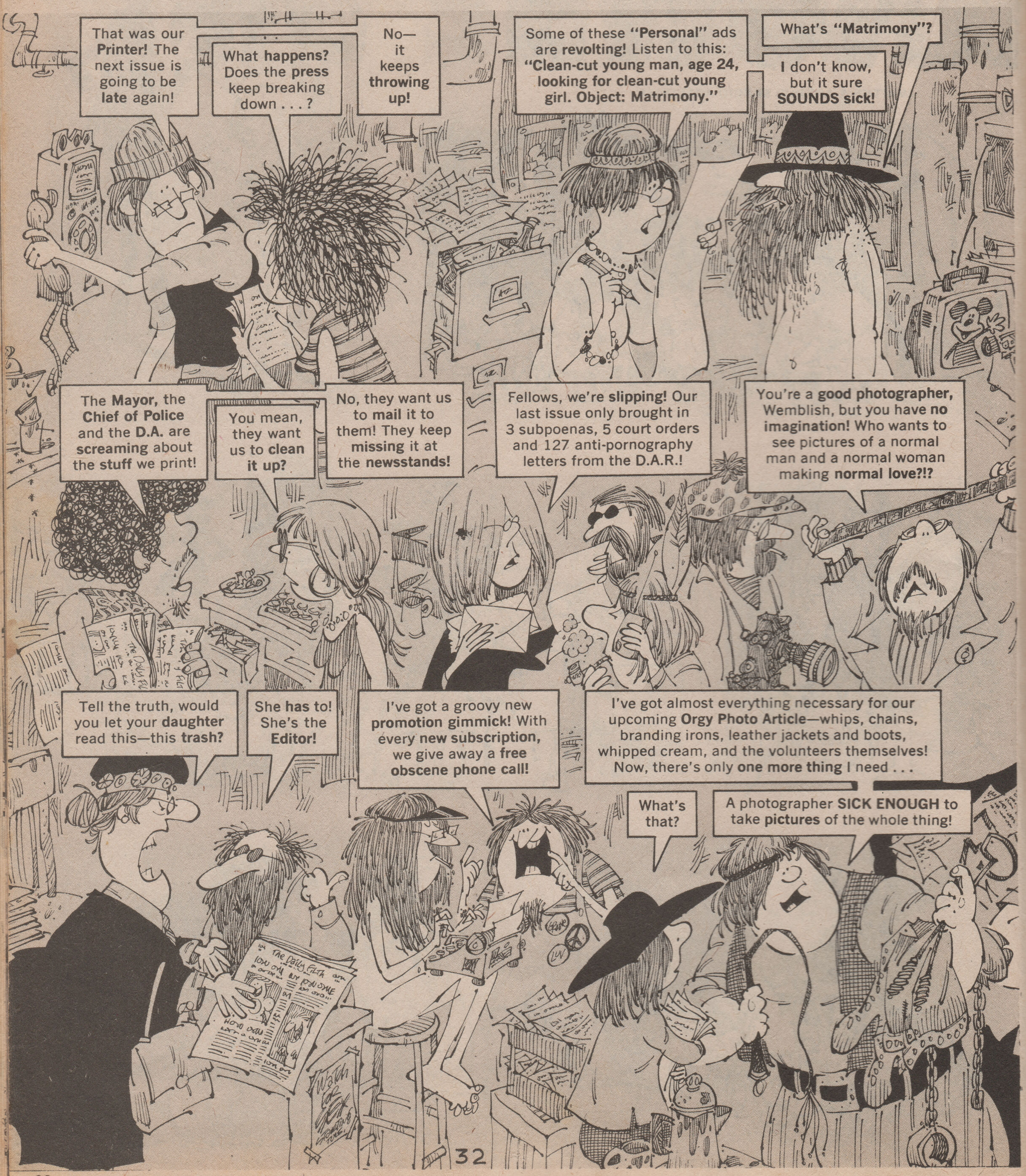


INSIDE-OUCH DEPT.

In many ways, the "Sexual Revolution" is just that—REVOLTING! But don't

BEHIND THE SCENES AT AN

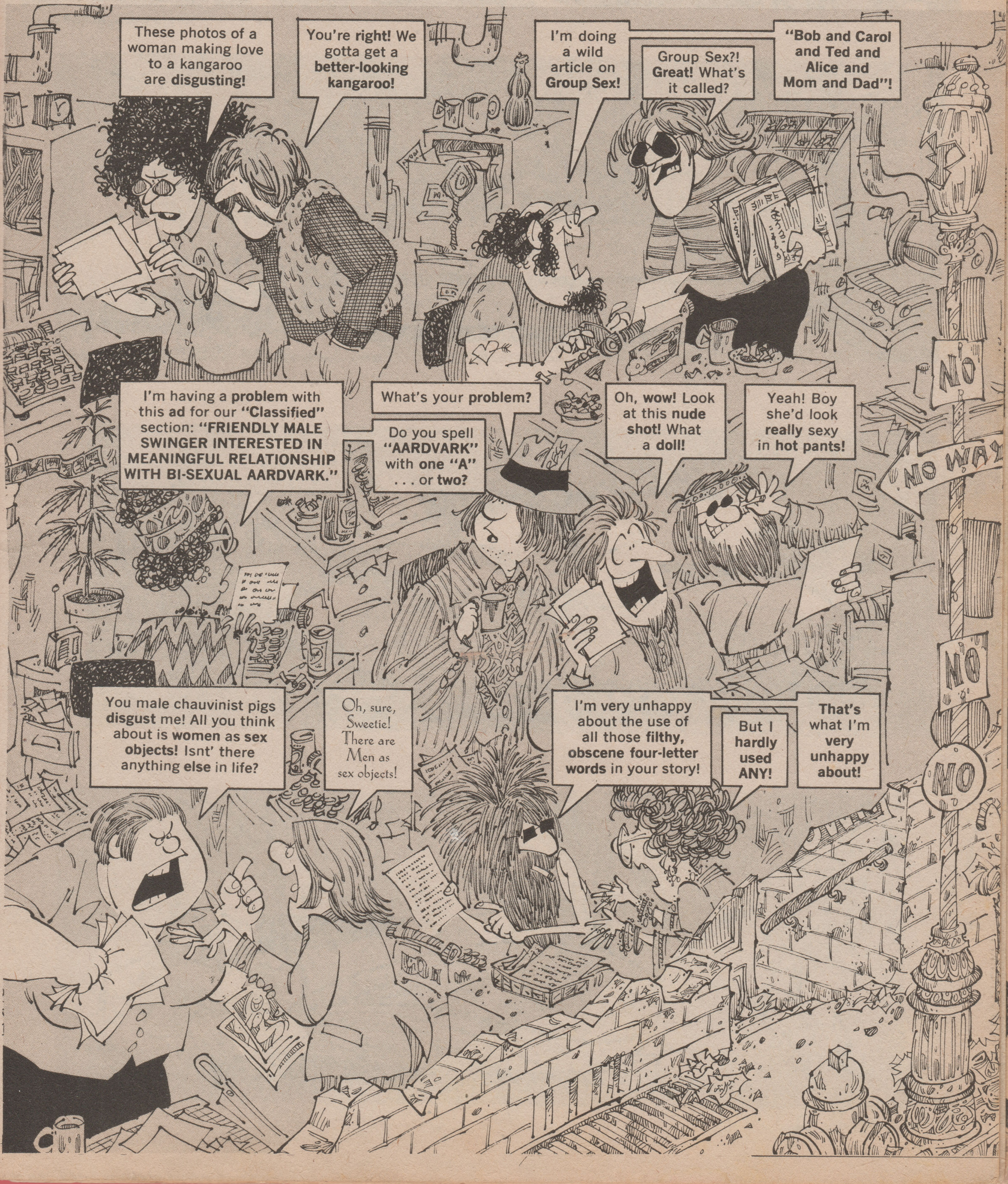
ARTIST: PAUL COKER, JR.


That was our Printer! The next issue is going to be late again!
What happens? Does the press keep breaking down . . . ?
No—it keeps throwing up!
Some of these "Personal" ads are revolting! Listen to this: "Clean-cut young man, age 24, looking for clean-cut young girl. Object: Matrimony."
What's "Matrimony"?
I don't know, but it sure SOUNDS sick!
The Mayor, the Chief of Police and the D.A. are screaming about the stuff we print!
You mean, they want us to clean it up?
No, they want us to mail it to them! They keep missing it at the newsstands!
Fellows, we're slipping! Our last issue only brought in 3 subpoenas, 5 court orders and 127 anti-pornography letters from the D.A.R.!
You're a good photographer, Wemblish, but you have no imagination! Who wants to see pictures of a normal man and a normal woman making normal love?!?
Tell the truth, would you let your daughter read this—this trash?
She has to! She's the Editor!
I've got a groovy new promotion gimmick! With every new subscription, we give away a free obscene phone call!
I've got almost everything necessary for our upcoming Orgy Photo Article—whips, chains, branding irons, leather jackets and boots, whipped cream, and the volunteers themselves! Now, there's only one more thing I need . . .
What's that?
A photographer SICK ENOUGH to take pictures of the whole thing!
The Daily Filth
32

take our word for it! See for yourself as MAD conducts this special tour

UNDERGROUND NEWSPAPER

WRITER: SY REIT

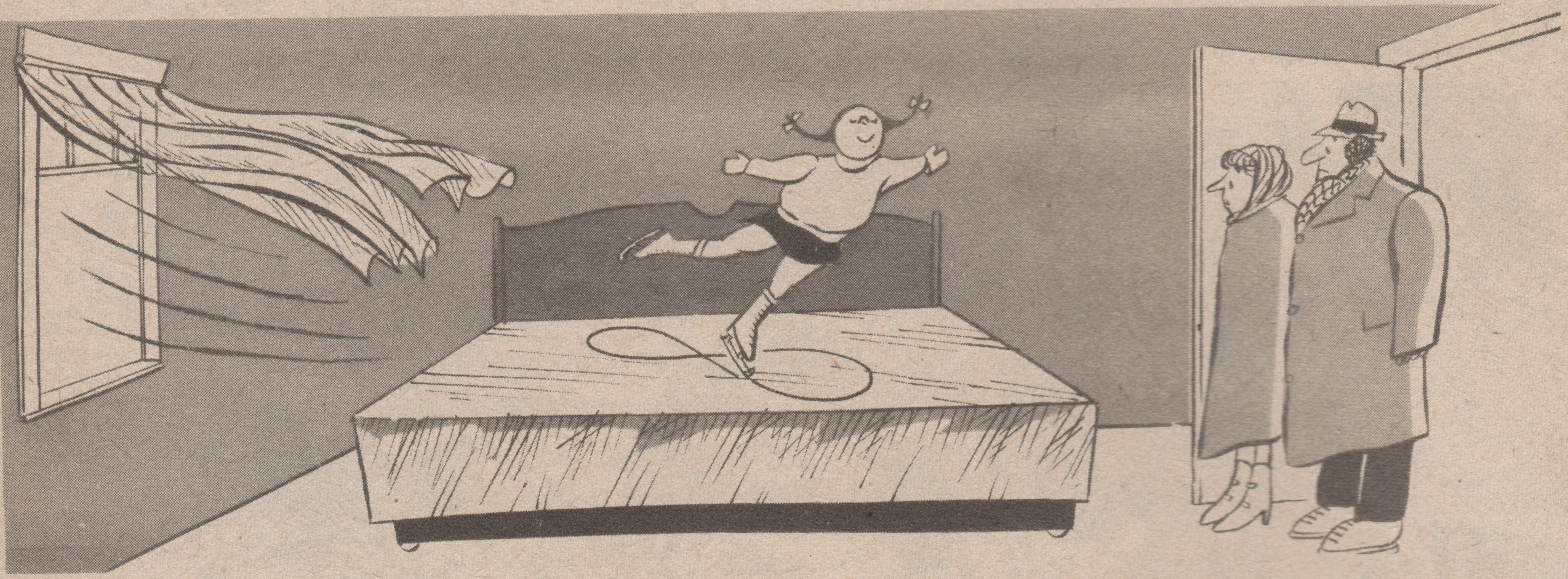

These photos of a woman making love to a kangaroo are **disgusting!**
You're **right!** We gotta get a **better-looking kangaroo!**
I'm doing a wild article on **Group Sex!**
Group Sex?! **Great!** What's it called?
"Bob and Carol and Ted and Alice and Mom and Dad"!
I'm having a **problem** with this **ad** for our **"Classified"** section: **"FRIENDLY MALE SWINGER INTERESTED IN MEANINGFUL RELATIONSHIP WITH BI-SEXUAL AARDVARK."**
What's your **problem?**
Do you spell **"AARDVARK"** with **one "A"** . . . or **two?**
Oh, **wow!** Look at this **nude shot!** What **a doll!**
Yeah! Boy she'd look **really sexy** in **hot pants!**
You male chauvinist pigs **disgust** me! All you think about is **women** as **sex objects!** Isnt' there anything **else** in life?
Oh, sure, Sweetie! There are Men as sex objects!
I'm very unhappy about the use of all those **filthy, obscene four-letter words** in your story!
But I hardly used ANY!
That's what I'm **very unhappy about!**
NO
NO WAY
NO
NO

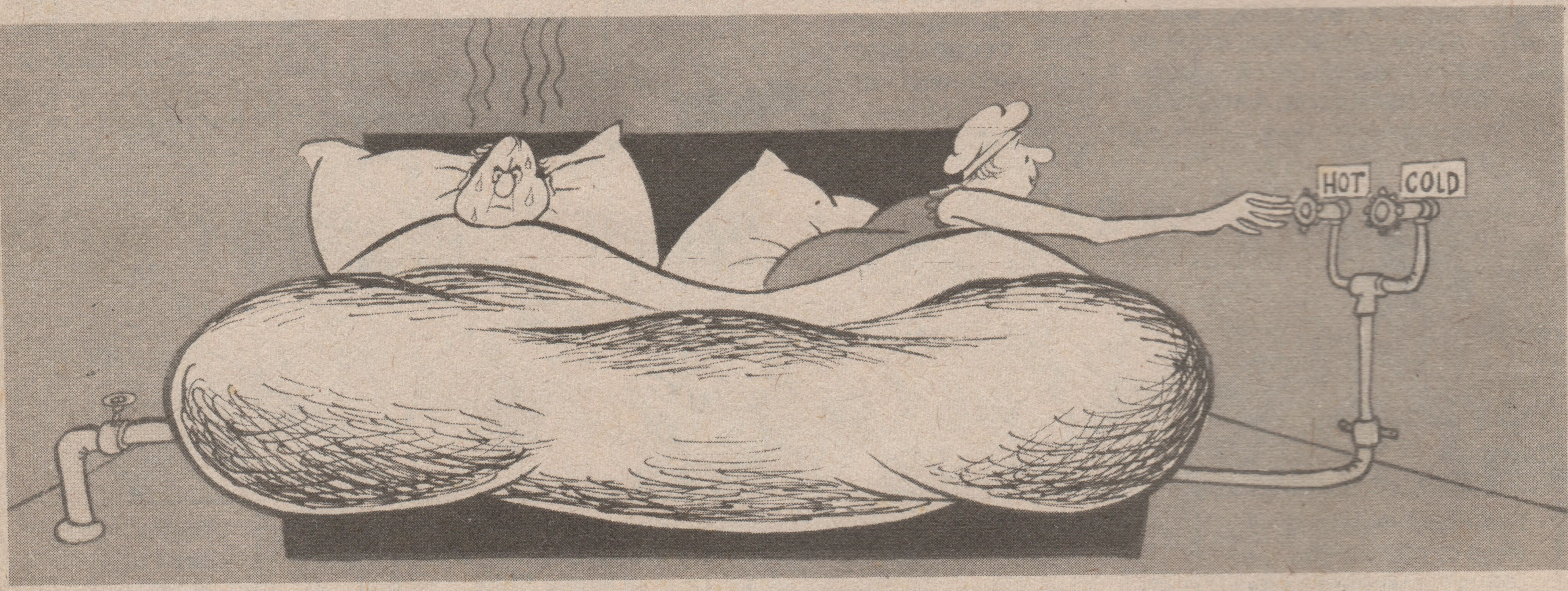
ASLEEP ON THE DEEP DEPT.

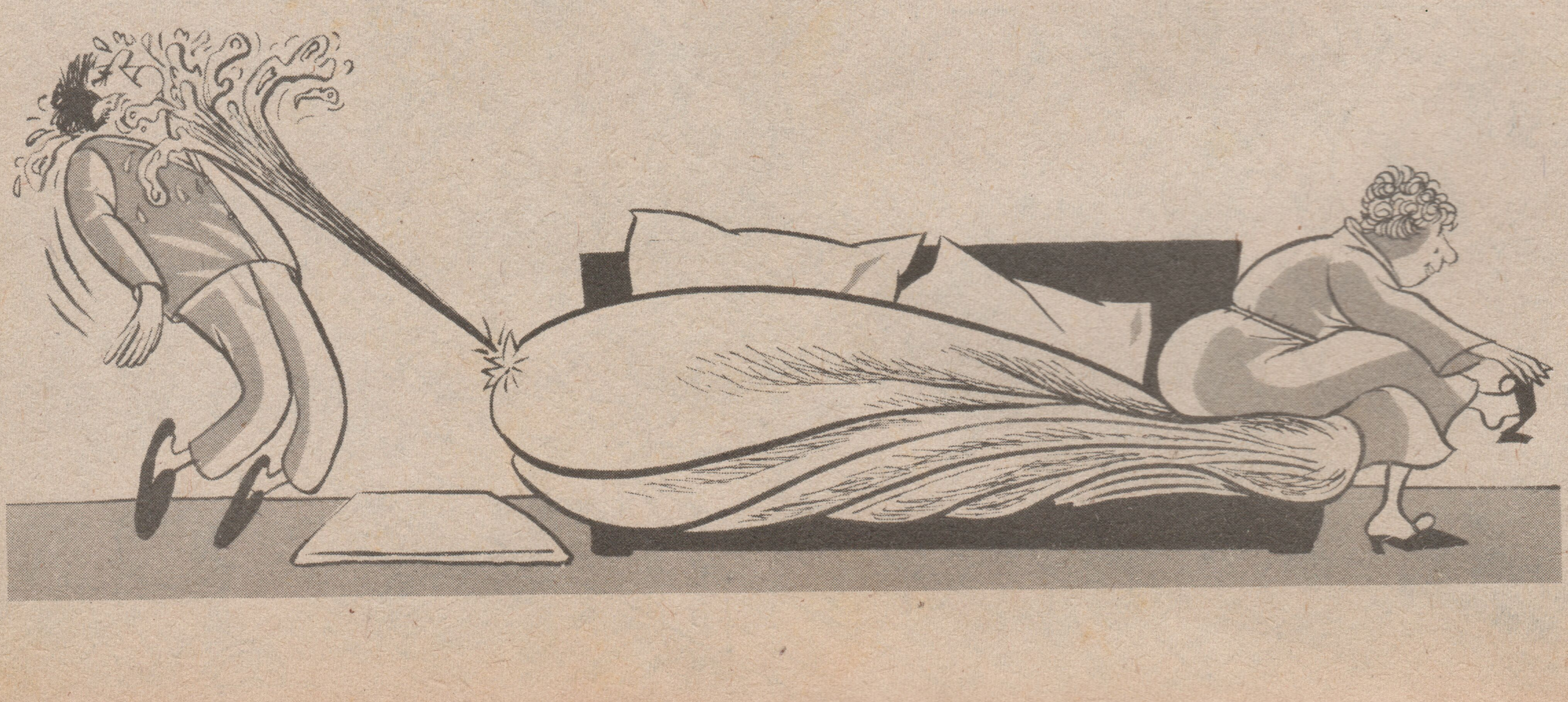
CRASH!!
TINCKLE
CRASH!!

A MAD LOOK A

ARTIST & WRITER:

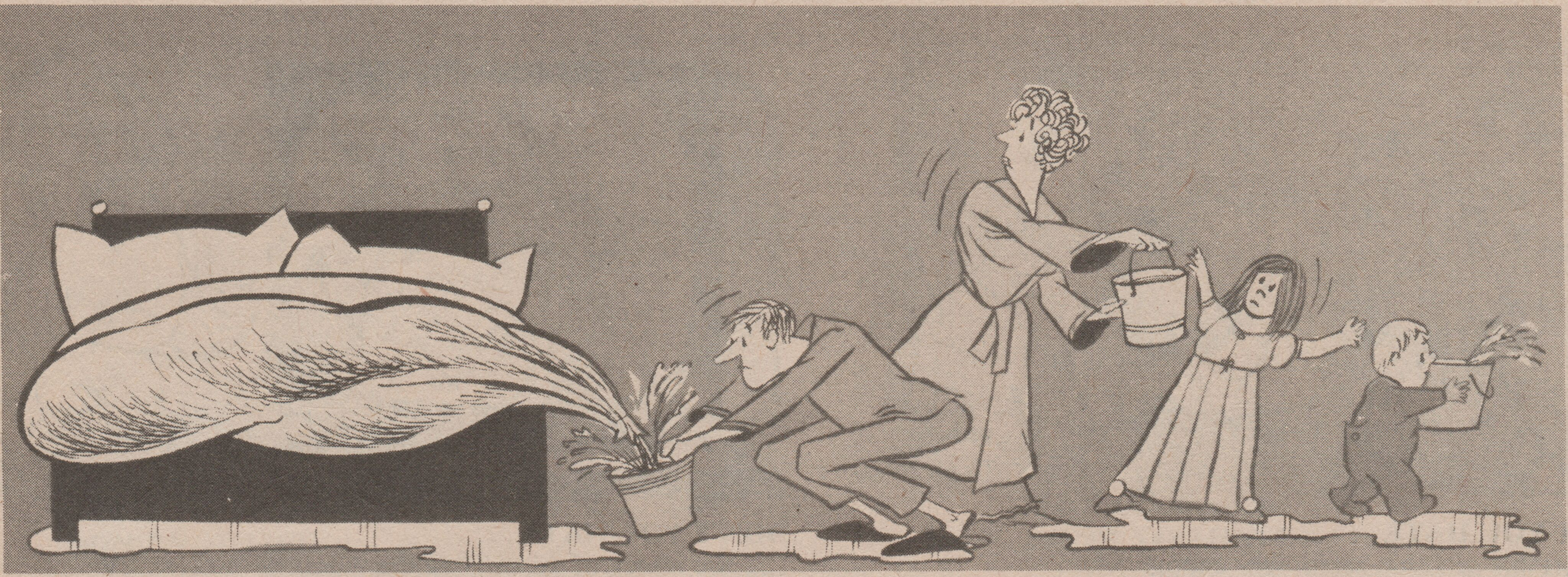


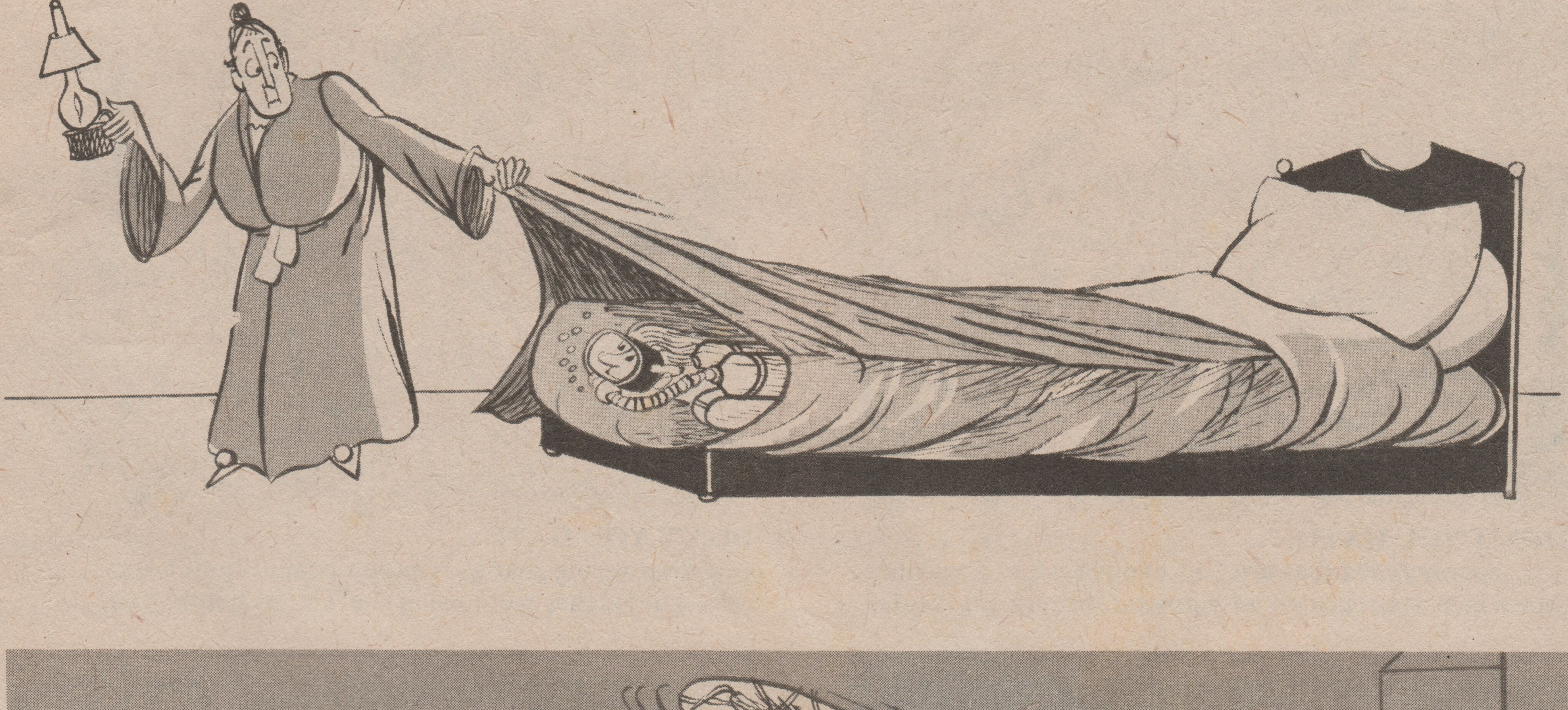


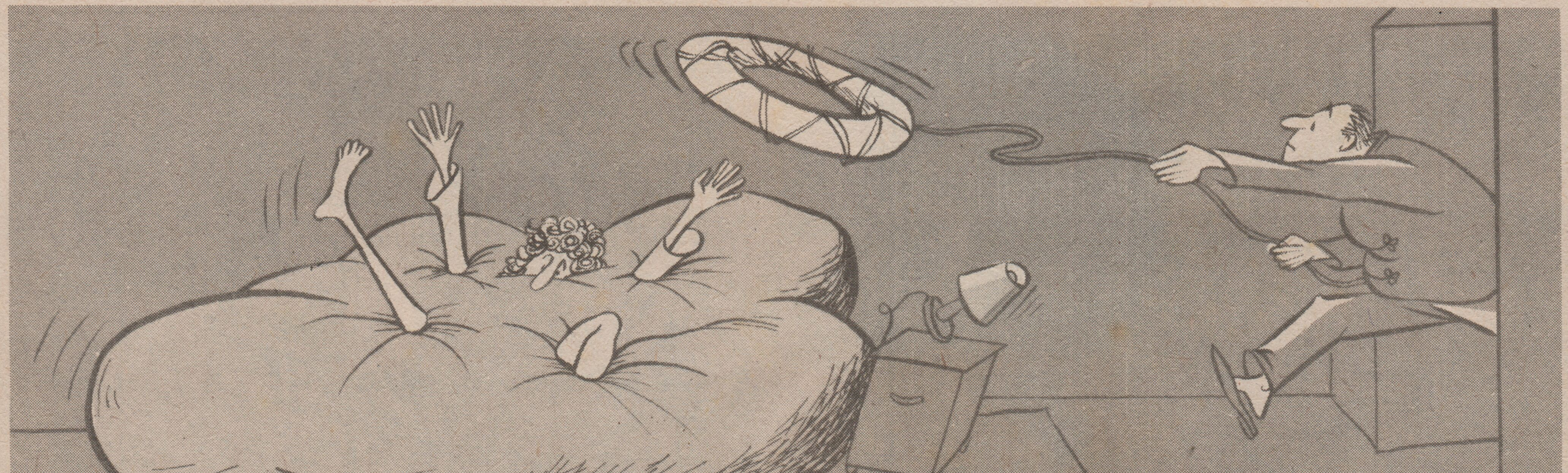


T WATER BEDS

PAUL PETER PORGES



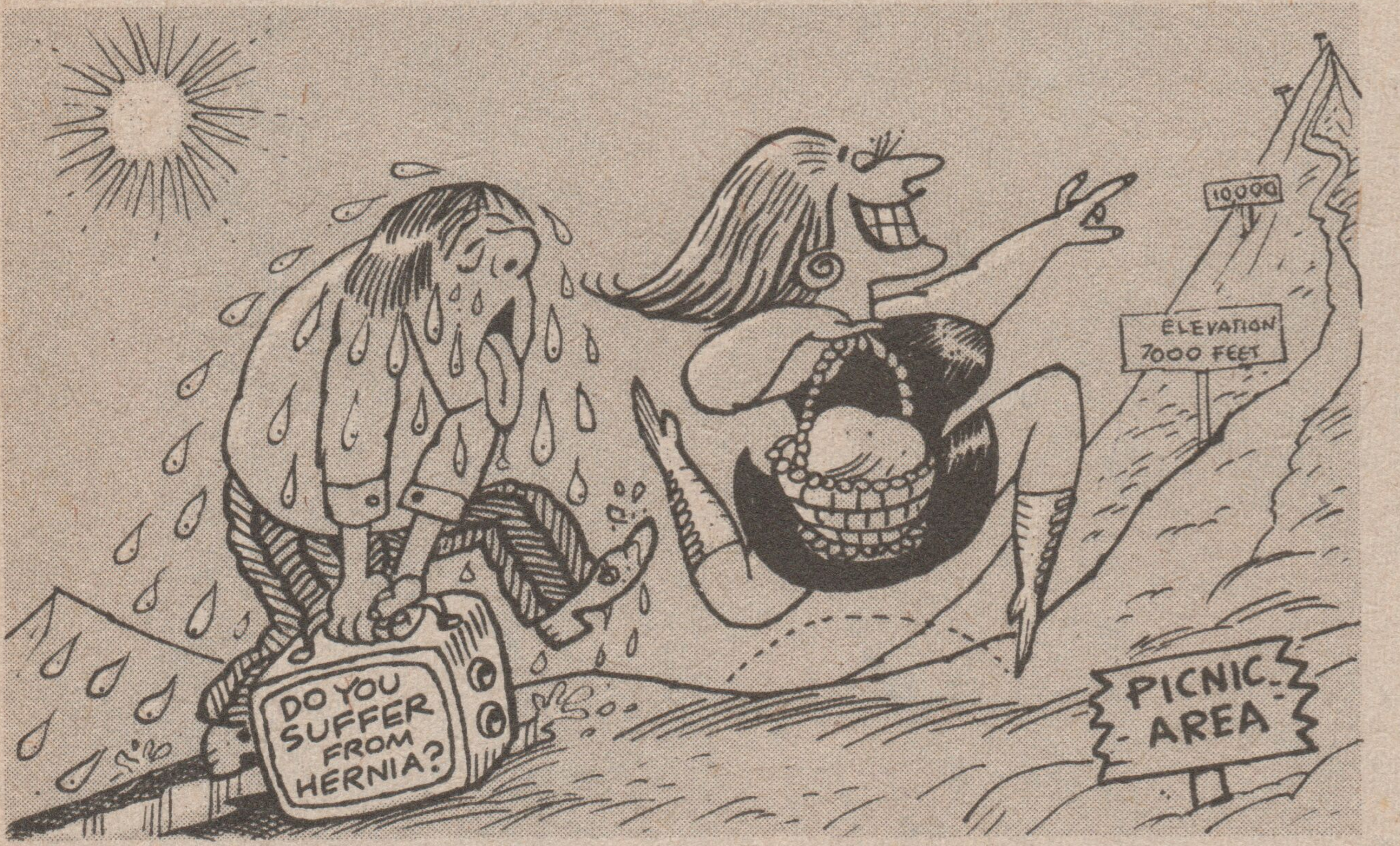




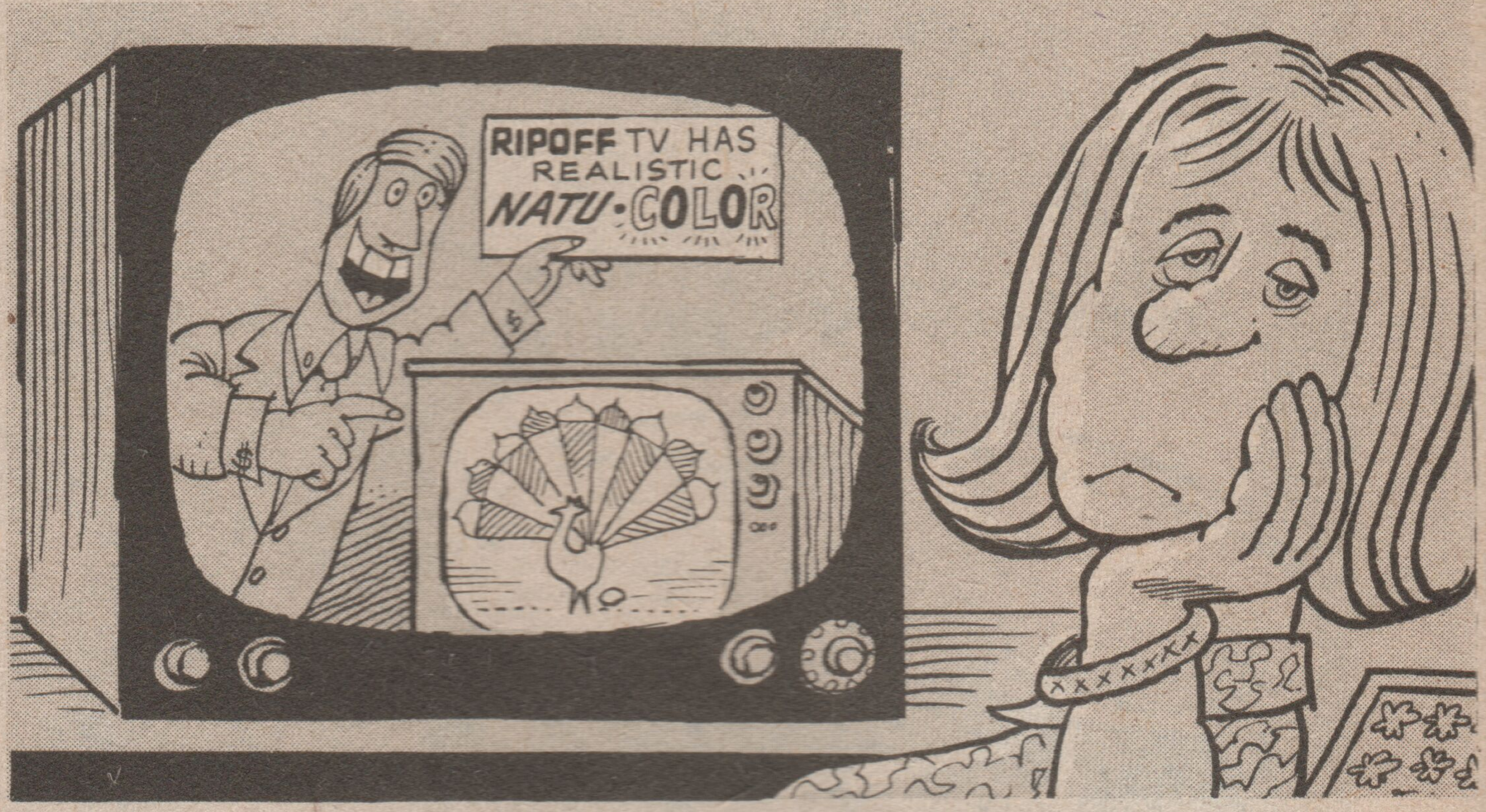
SCREEN PLAGUES DEPT.

Hey, gang! Here we go again with another MAD "Hate Book" . . . those little literary gems calculated to help you feel better by letting

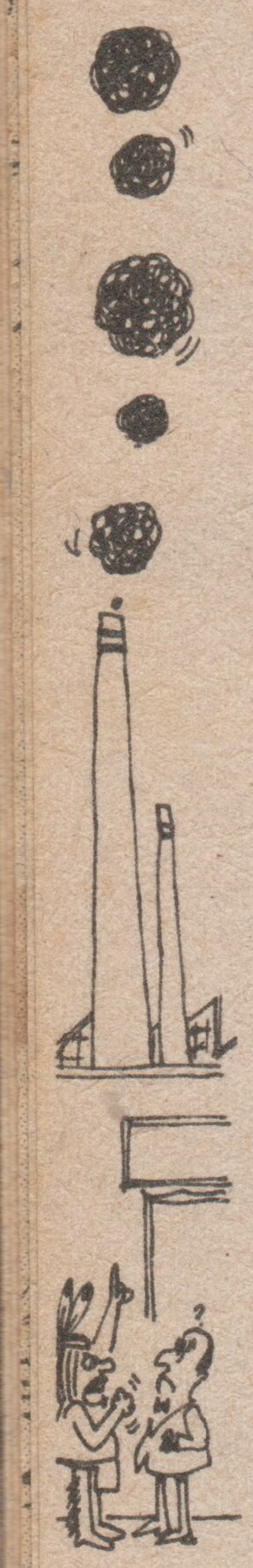
THE MAD TV VIEW

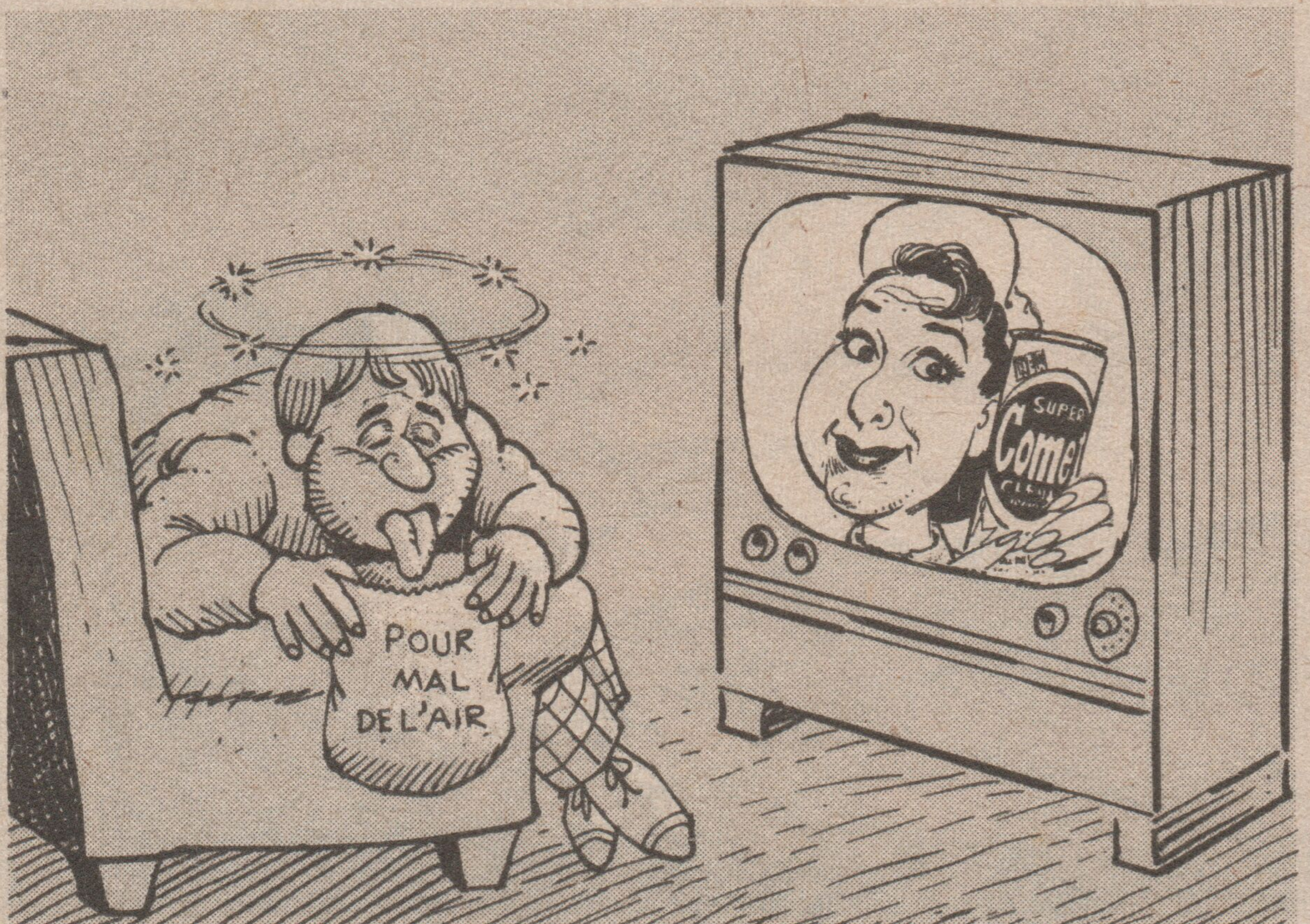

10,000
ELEVATION 7000 FEET
DO YOU SUFFER FROM HERNIA?
PICNIC AREA

DON'T YOU HATE . . .
. . . portable sets that seem light enough when quick-lifted in the store, but turn out to be designed for weight-lifters when actually used.

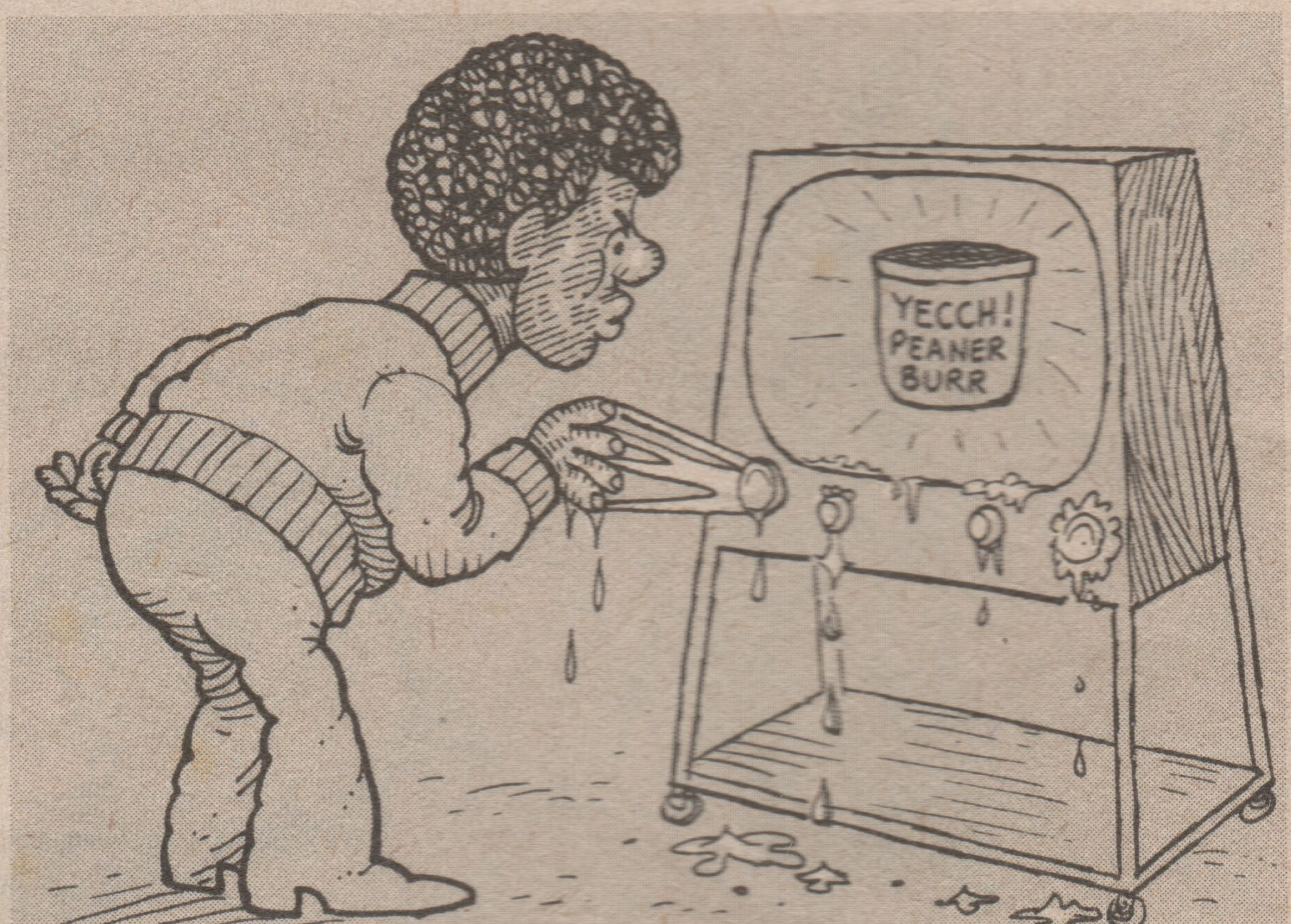

RIPOFF TV HAS REALISTIC NATU-COLOR

DON'T YOU HATE . . .
. . . the idiocy of advertising the wonders of color TV on TV, since you can't see it if you don't have a color TV set . . . and it's a waste of time if you already do.

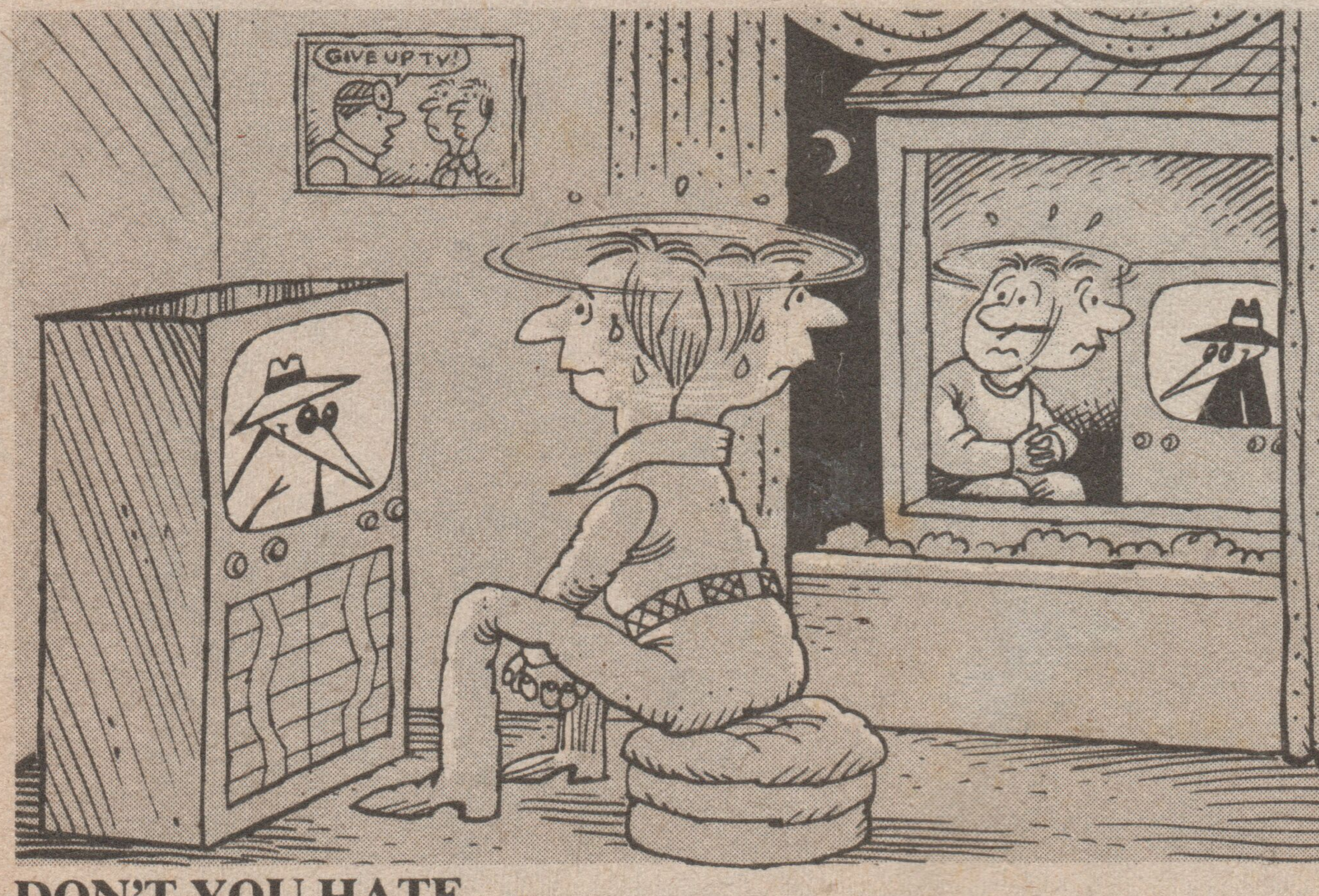



POUR MAL DEL'AIR
SUPER Comet

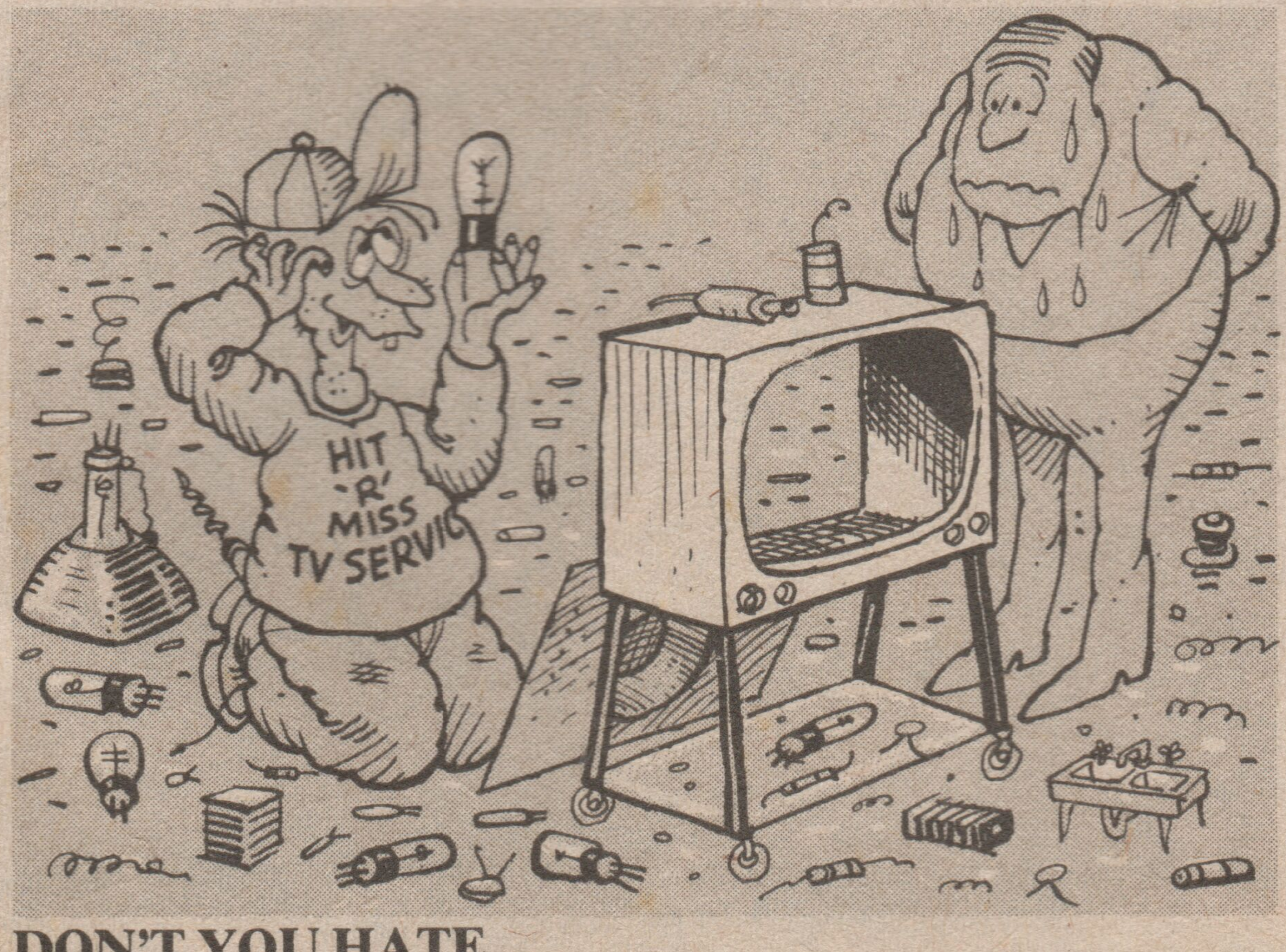
DON'T YOU HATE . . .
. . . commercials that are bad enough when seen once, but which are repeated *ad nauseum* throughout the day.


YECCH! PEANER BURR

DON'T YOU HATE . . .
. . . discovering that kids eating peanut-butter-and-jelly sandwiches were using the TV set before you.



DON'T YOU HATE . . .
. . . two great programs scheduled for exactly the same time, while the rest of the month's TV programming is barfsville.

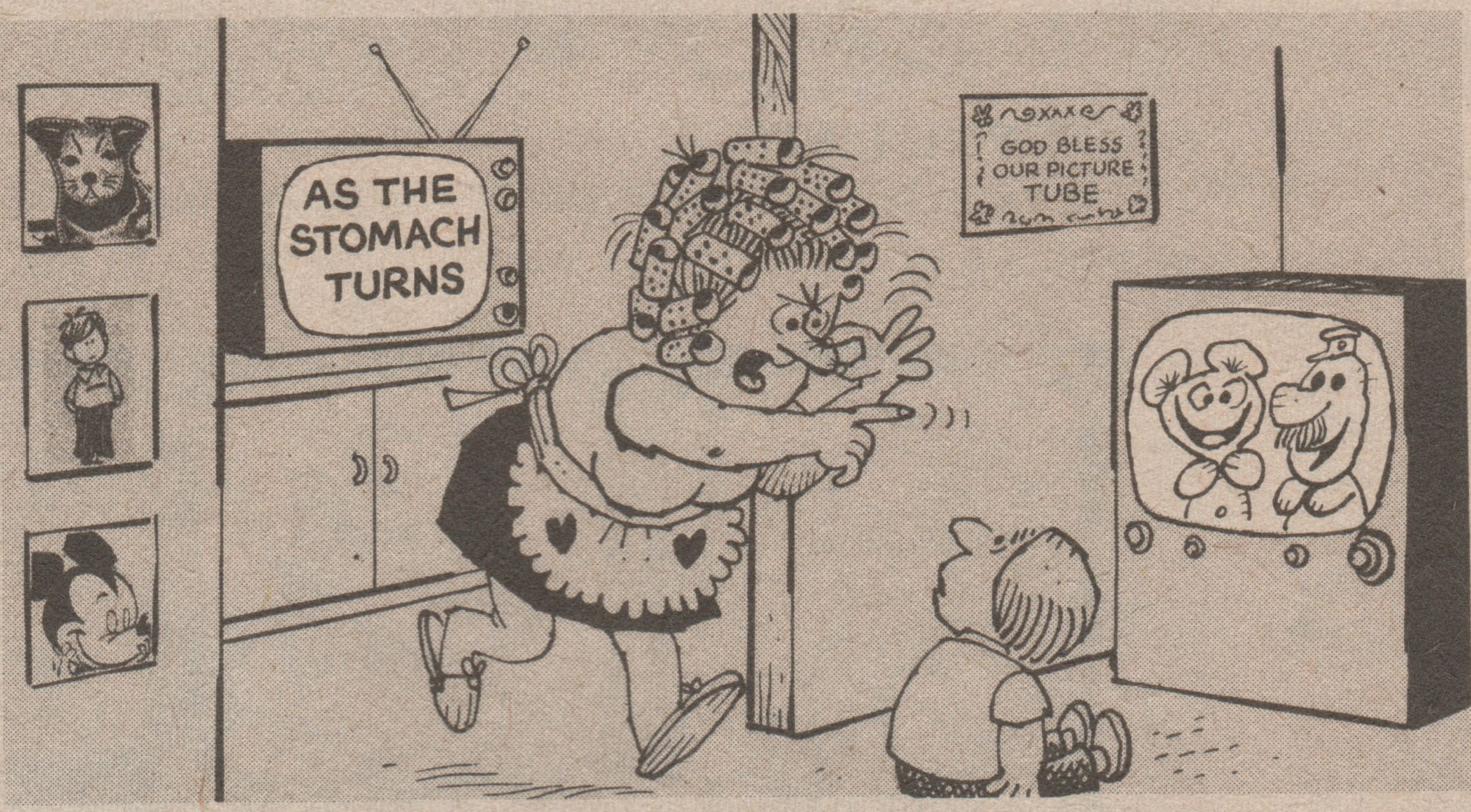

HIT 'R' MISS TV SERVIC

DON'T YOU HATE . . .
. . . watching the klutzy TV repairman use the "hit-and-miss" method of locating the trouble in your TV set.

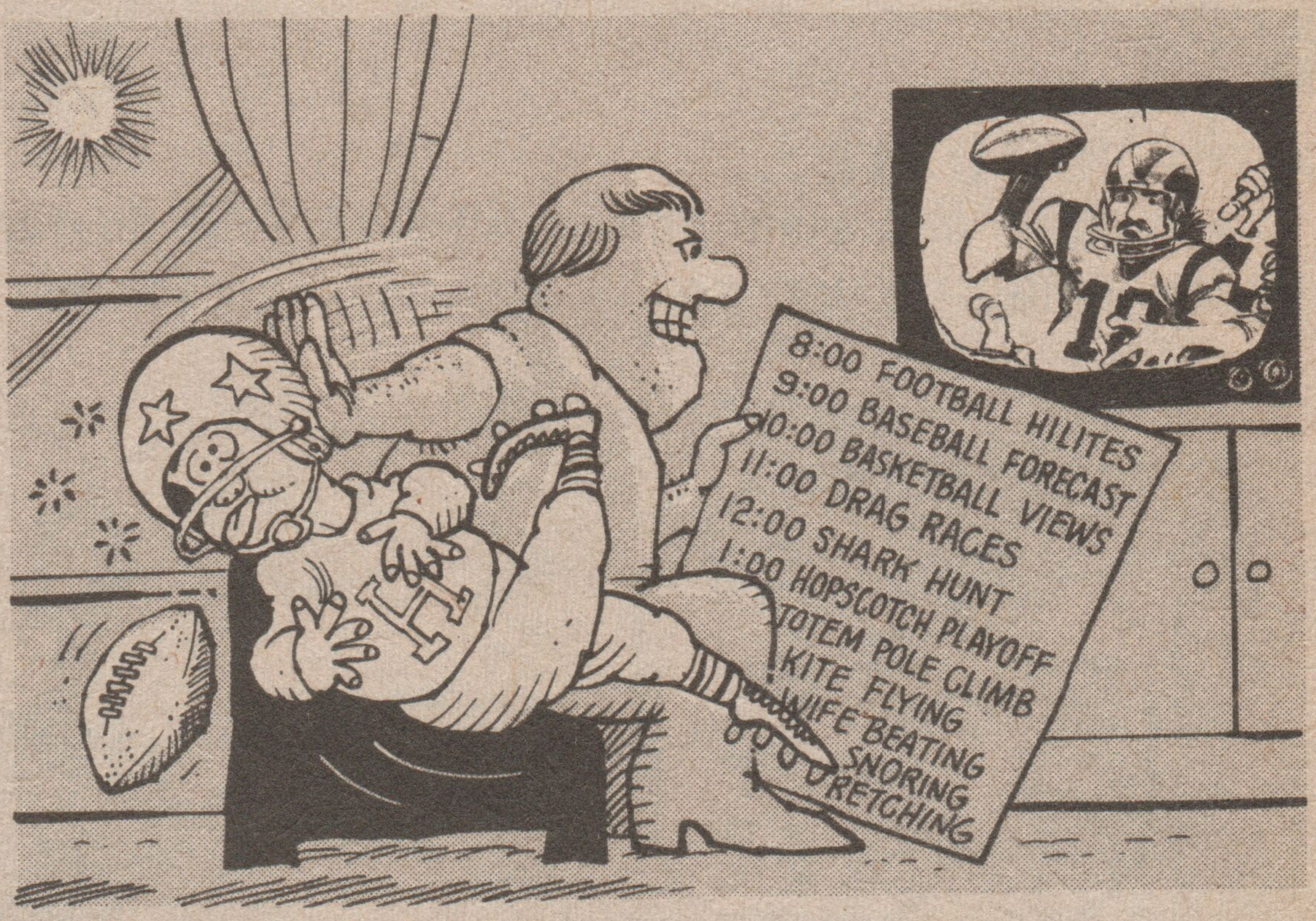
you blow off steam about your pet hates. This one is designed for all you TV Viewers out there, and is called (quite naturally) . . .

ERS HATE BOOK

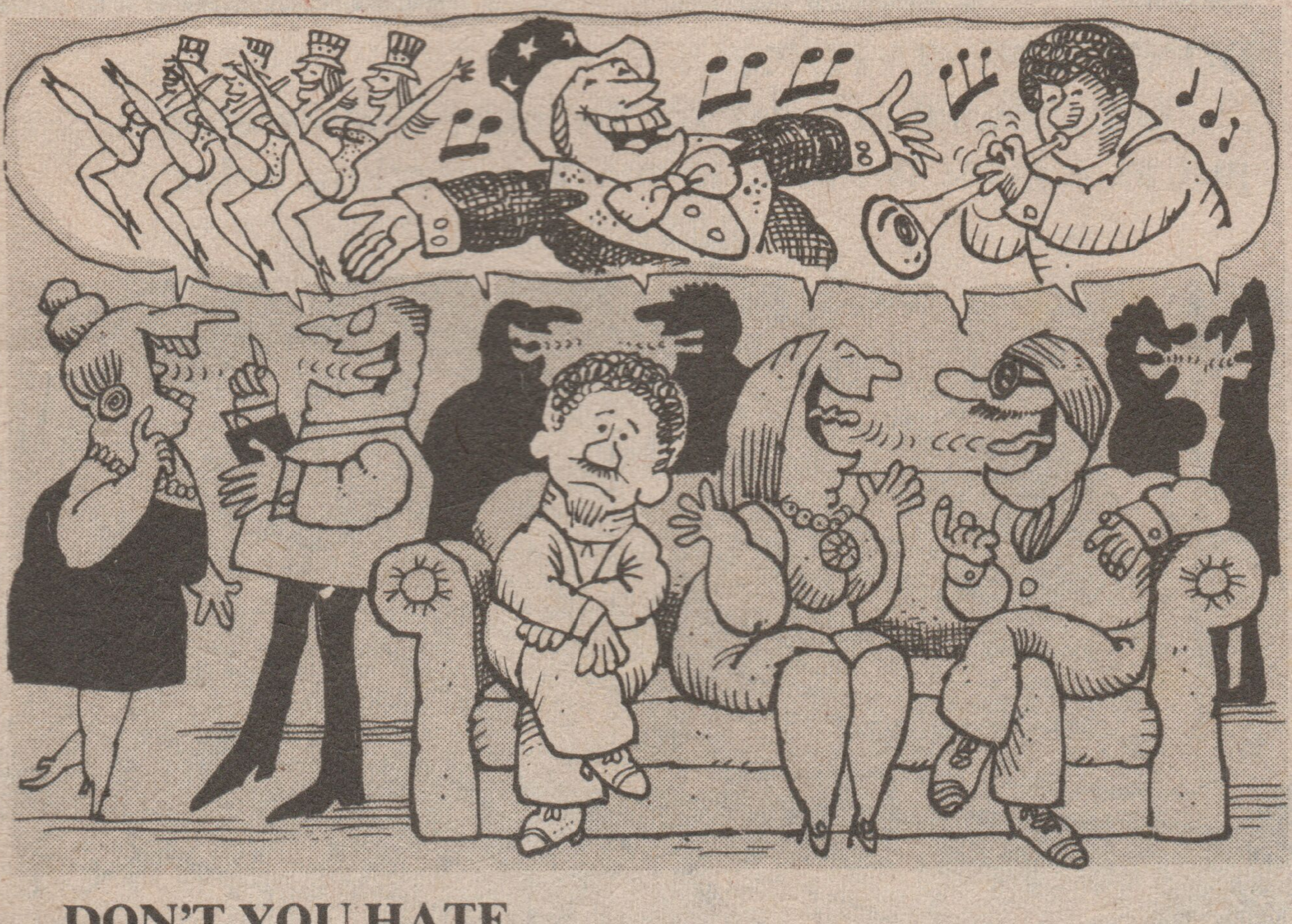
ARTIST & WRITER:
AL JAFFEE


AS THE STOMACH TURNS
GOD BLESS OUR PICTURE TUBE

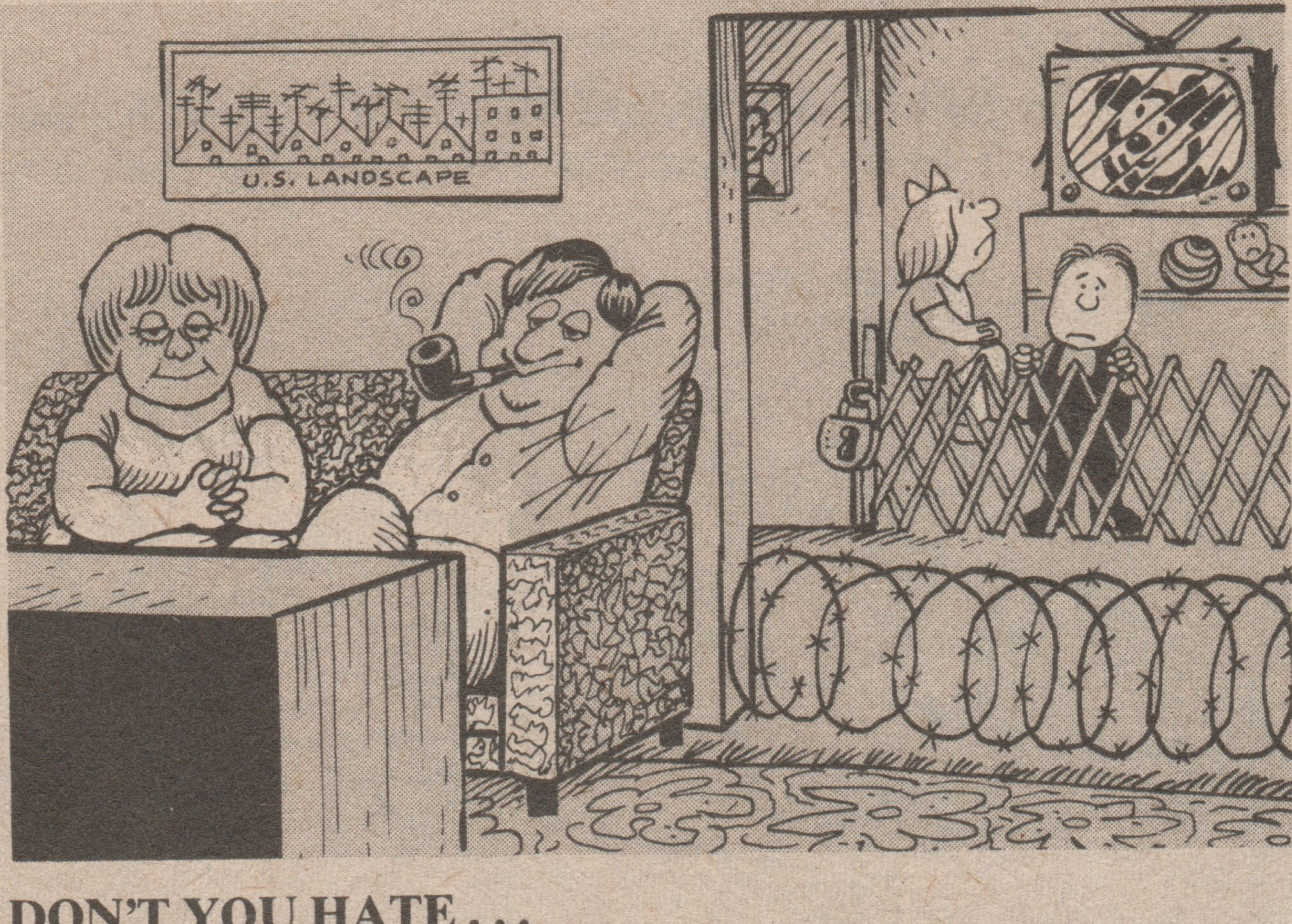
DON'T YOU HATE . . .
. . . parents who yell about the time you waste watching those TV Cartoon Shows when all they watch all day long is such uplifting and informative programs as Soap Operas and idiotic Game Shows.


8:00 FOOTBALL HILITES
9:00 BASEBALL FORECAST
10:00 BASKETBALL VIEWS
11:00 DRAG RACES
12:00 SHARK HUNT
1:00 HOPSCOTCH PLAYOFF
TOTEM POLE CLIMB
KITE FLYING
WIFE BEATING
SNORING
RETCHING

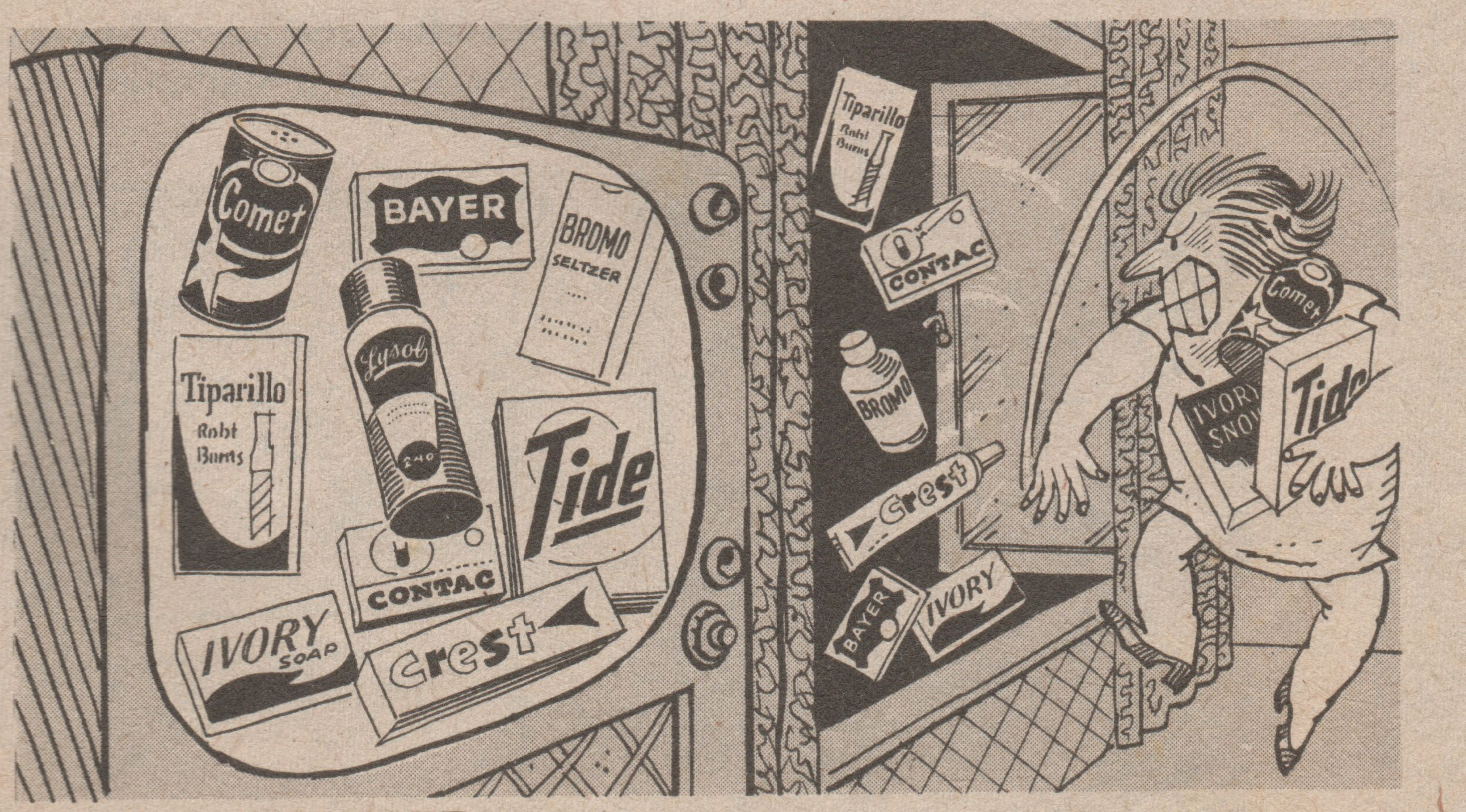
DON'T YOU HATE . . .
. . . TV Sports that are scheduled on all the days your Dad is off, which prevents him from participating in any real sports with you.



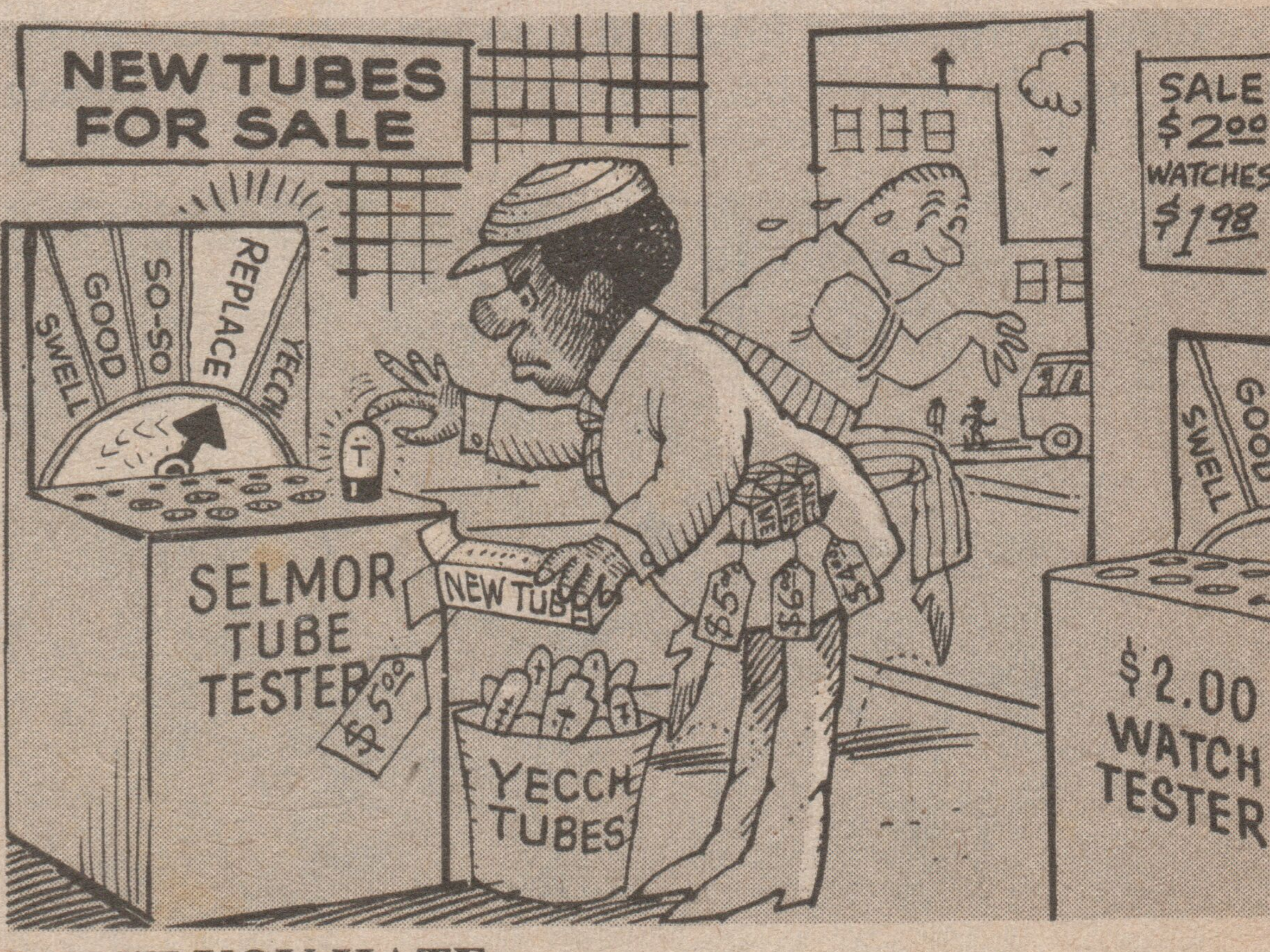
DON'T YOU HATE . . .
. . . when everyone is talking about the greatest show ever presented on TV, and you're the only one that missed it.


U.S. LANDSCAPE

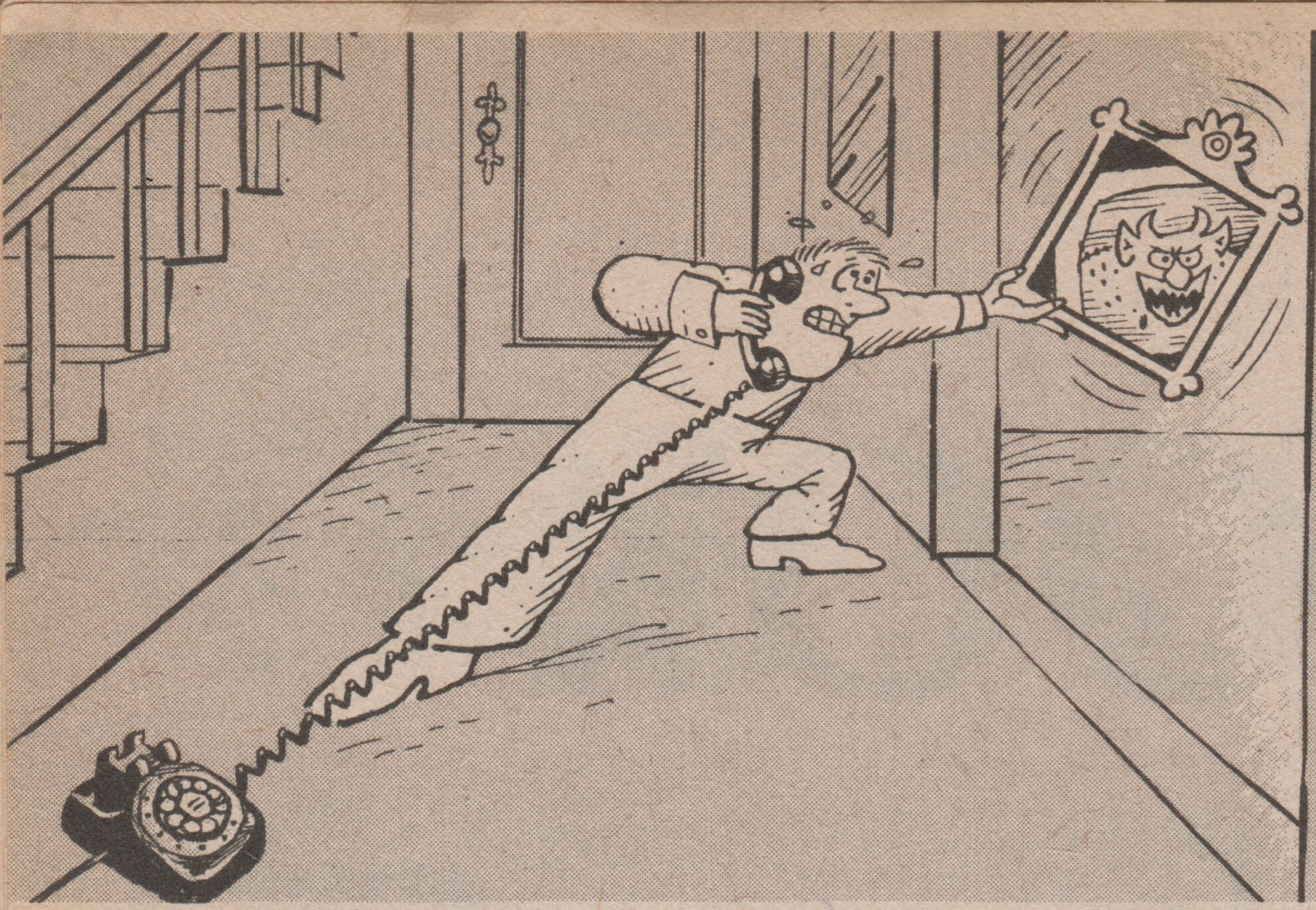
DON'T YOU HATE . . .
. . . parents who buy a big new color set for themselves and put the old black-and-white set in the playroom for the kids.


Comet
BAYER
BROMO SELTZER
Lysol
Tiparillo Robt Burns
Tide
CONTAC
IVORY SOAP
Crest
Tiparillo Robt Burns
CONTAC
Comet
BROMO
IVORY SNOW
Tide
Crest
BAYER
IVORY

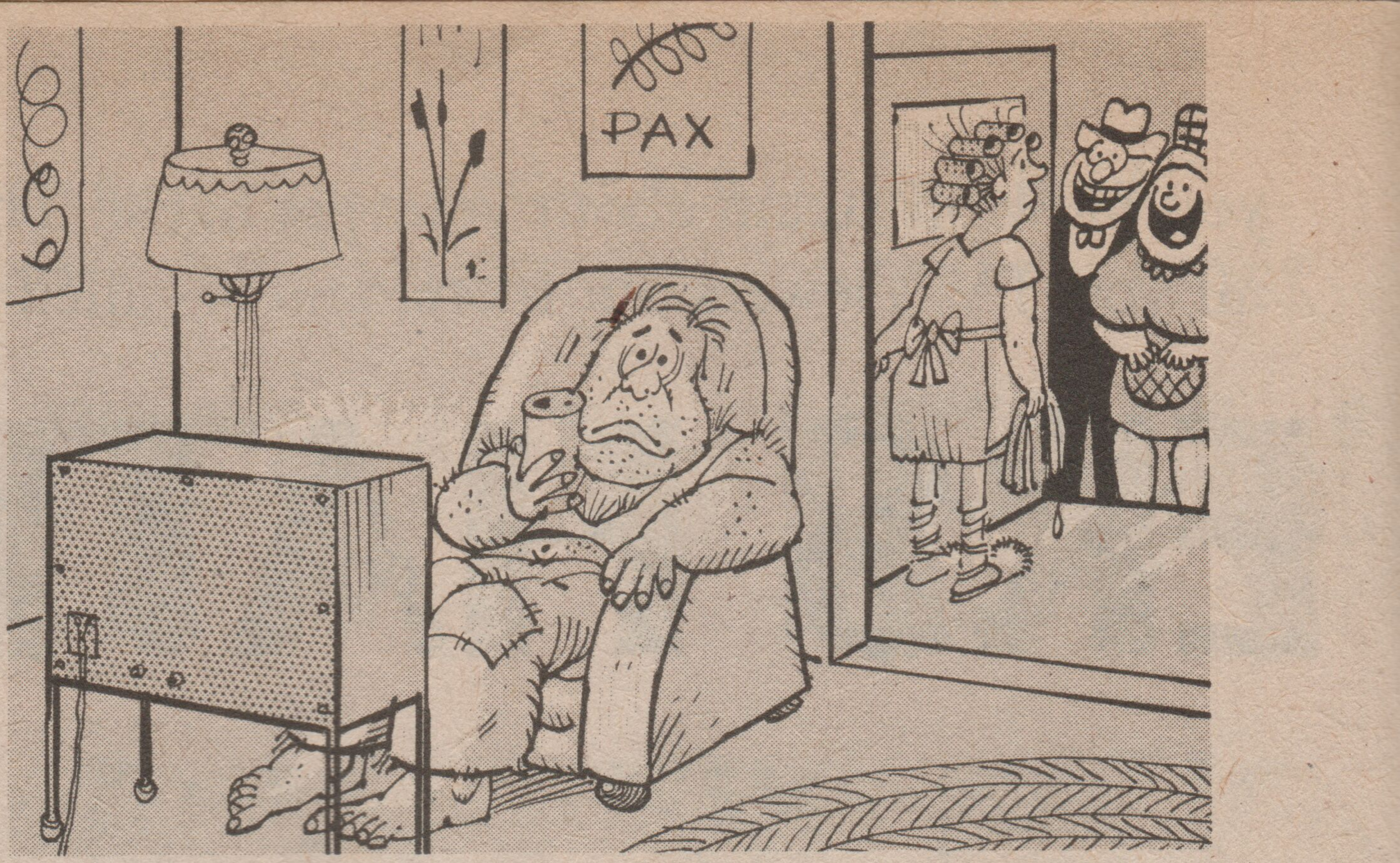
DON'T YOU HATE . . .
. . . when somebody says, "And now, let's pause a moment for station identification!" and what you get is nine consecutive commercials.


NEW TUBES FOR SALE
SALE $2.00 WATCHES $1.98
SWELL
GOOD
SO-SO
REPLACE
YECCH
SELMOR TUBE TESTER
NEW TUBES
$5
YECCH TUBES
SWELL
GOOD
$2.00 WATCH TESTER

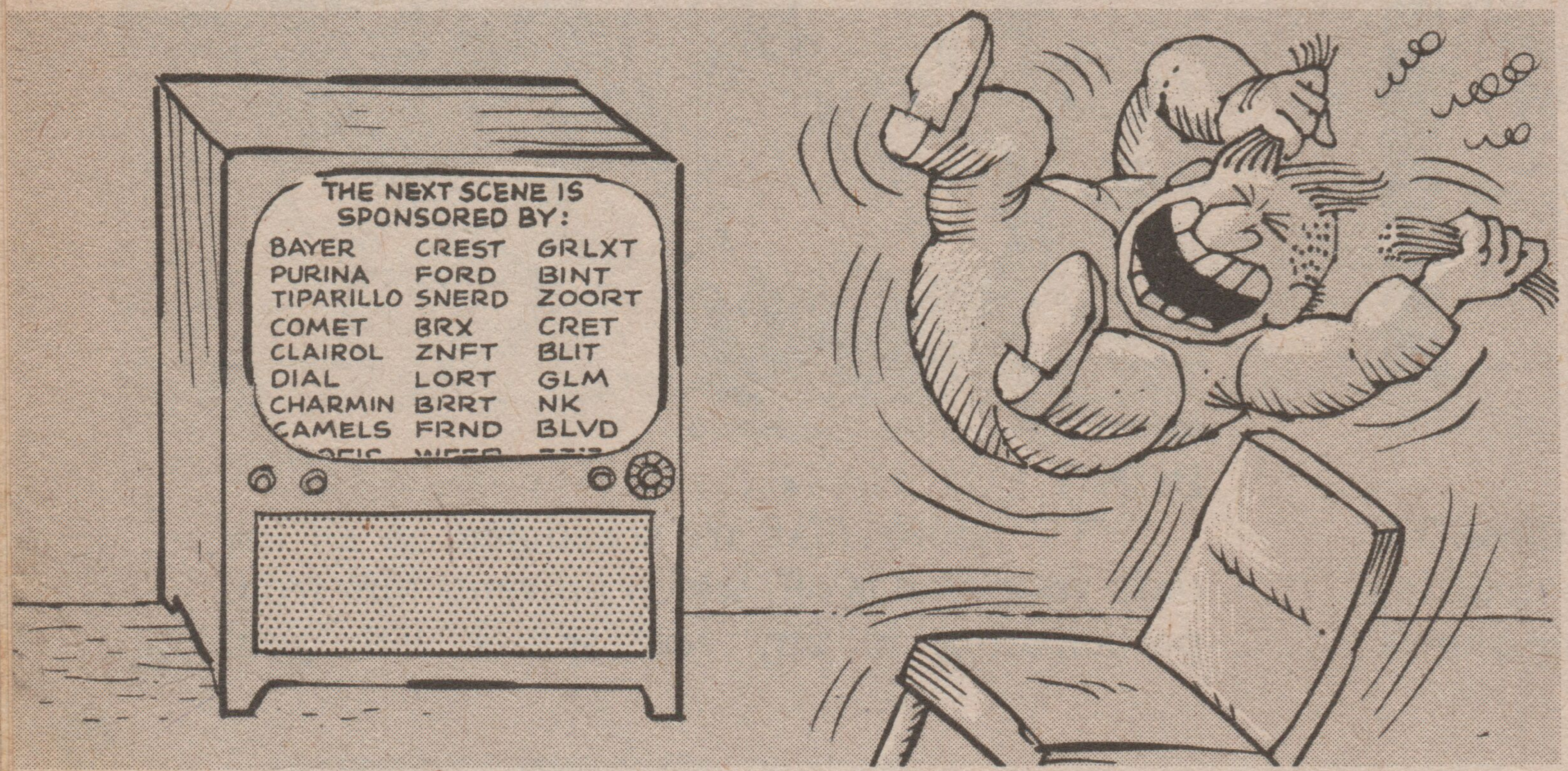
DON'T YOU HATE . . .
. . . self-service tube-testing machines that are about as accurate as a $2.00 watch.



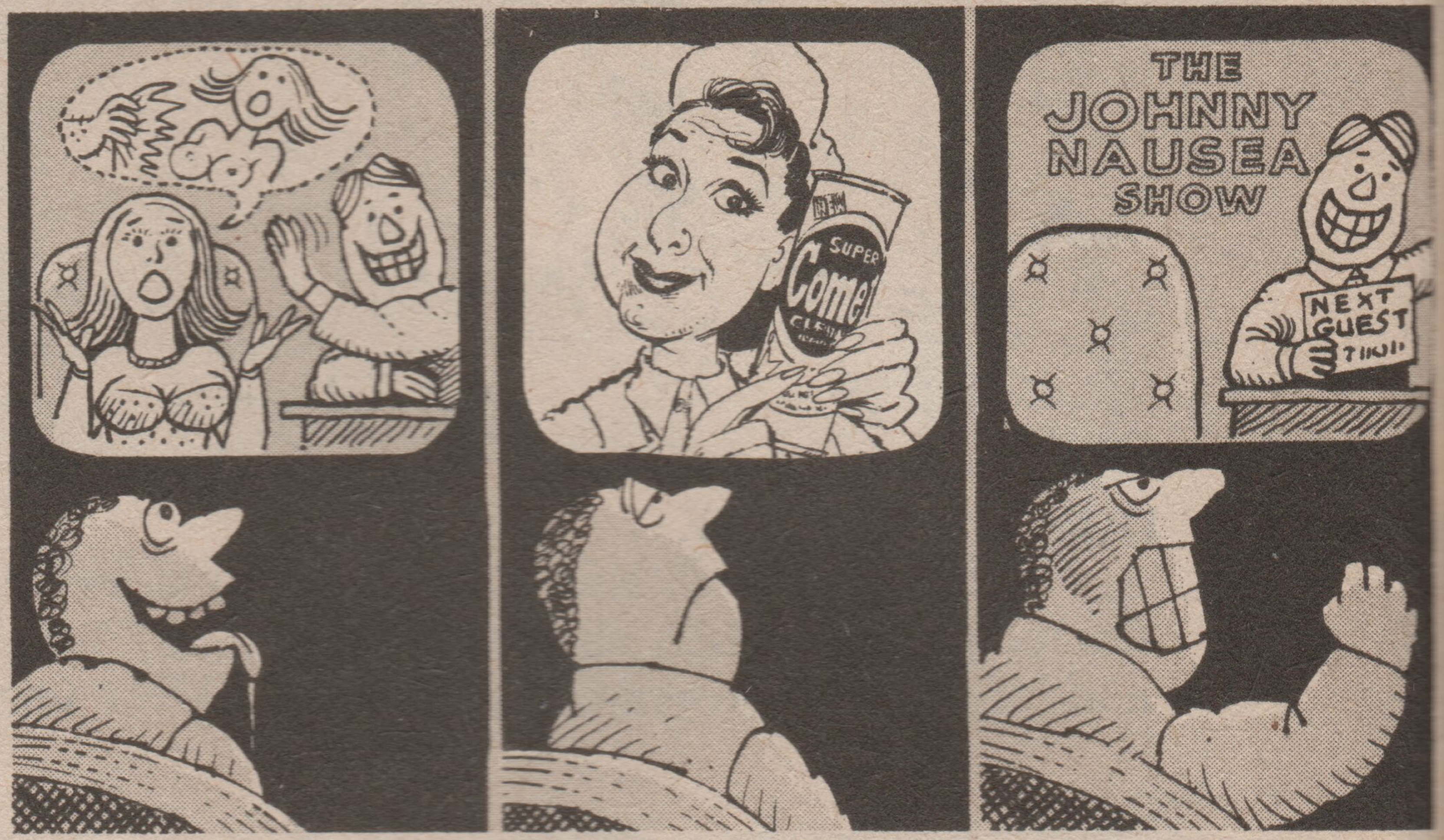
DON'T YOU HATE . . .
. . . getting an important phone call during the final minutes of a fascinating mystery you've been watching for two hours.



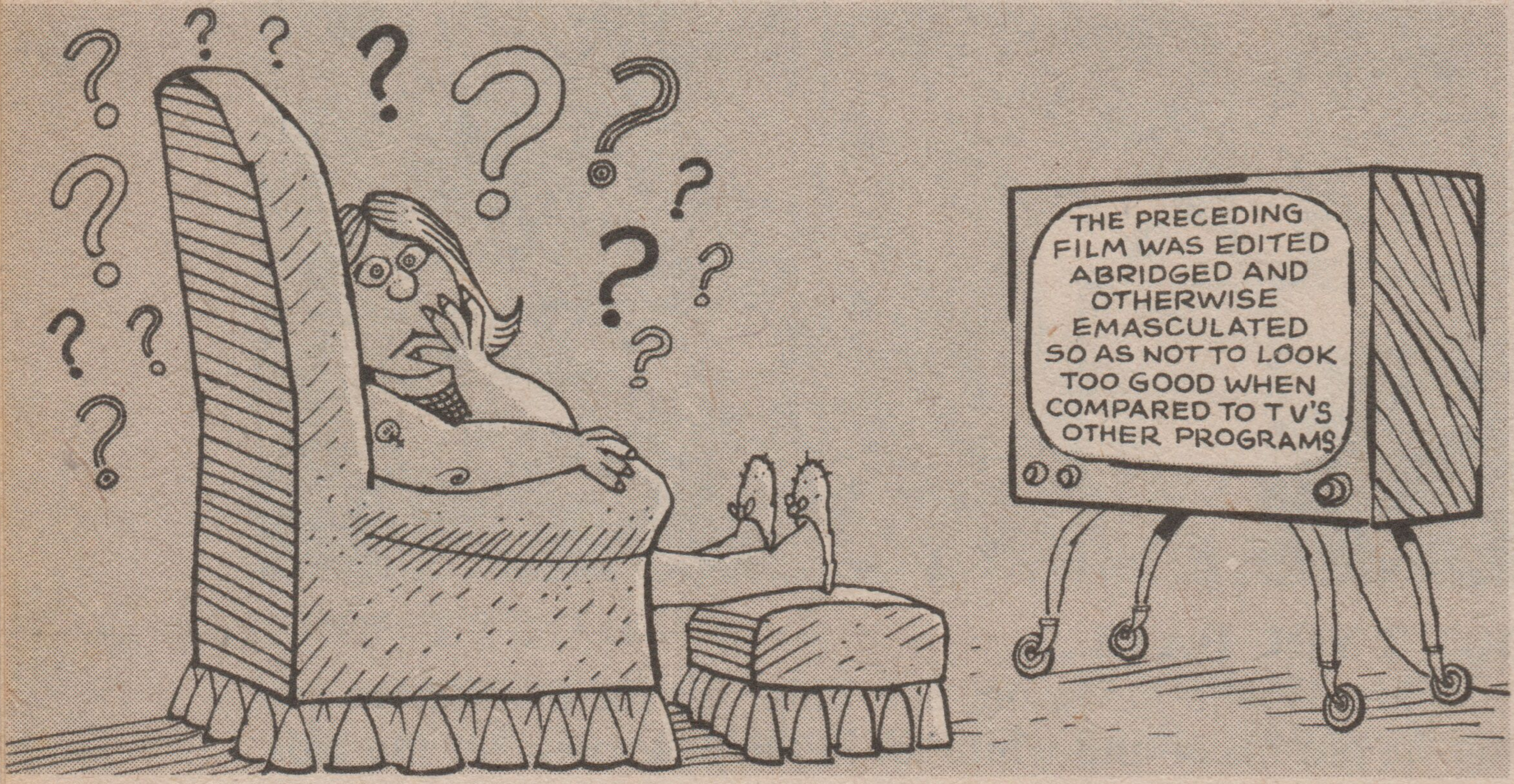
DON'T YOU HATE . . .
. . . unexpected company just as you're settling down to watch a program you've waited three weeks to see.


THE NEXT SCENE IS SPONSORED BY:
BAYER CREST GRLXT
PURINA FORD BINT
TIPARILLO SNERD ZOORT
COMET BRX CRET
CLAIROL ZNFT BLIT
DIAL LORT GLM
CHARMIN BRRT NK
CAMELS FRND BLVD

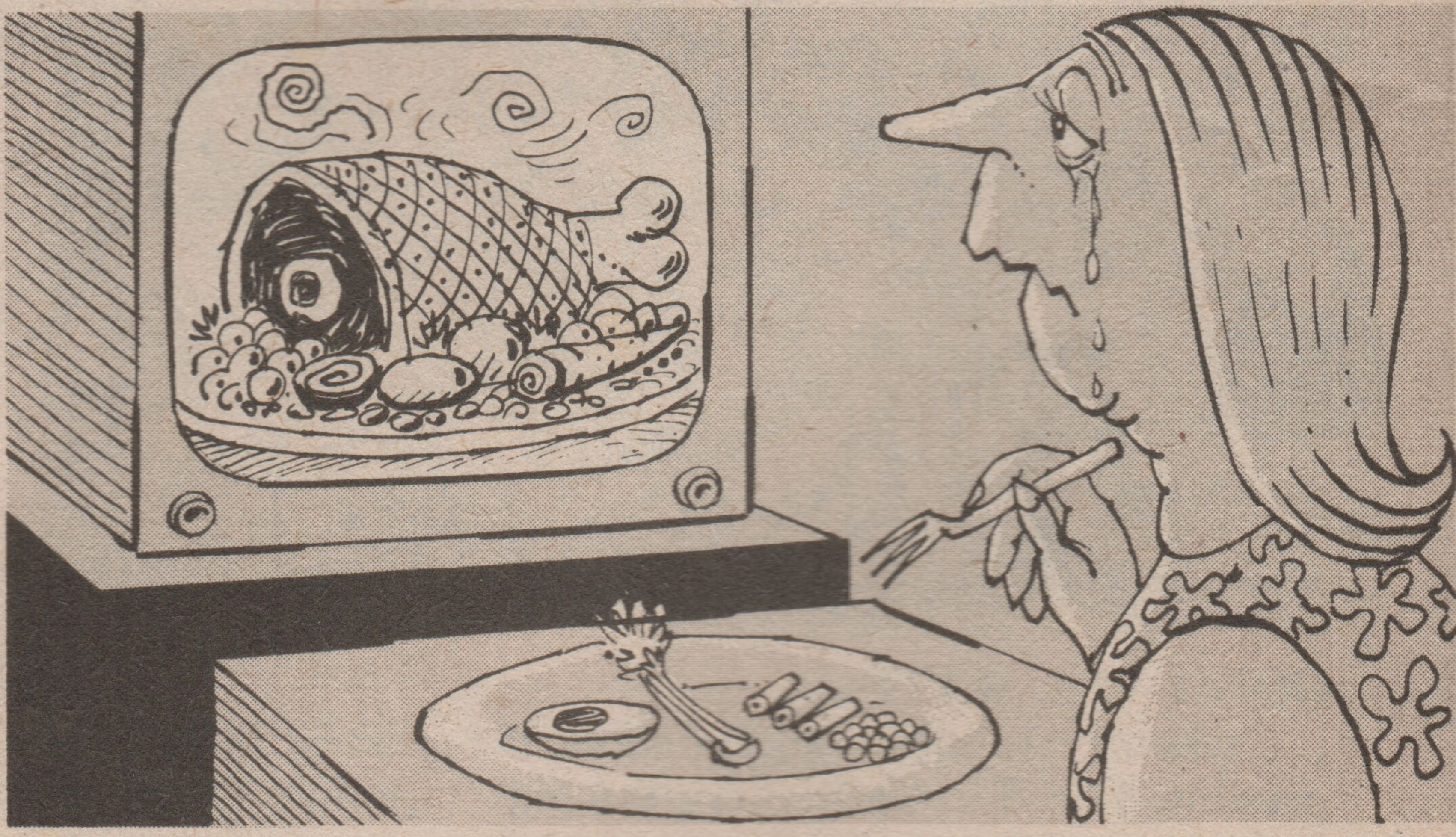
DON'T YOU HATE . . .
. . . how they pile on commercials toward the end of a movie because they know you aren't likely to tune out after watching this long.


SUPER Comet
THE JOHNNY NAUSEA SHOW
NEXT GUEST

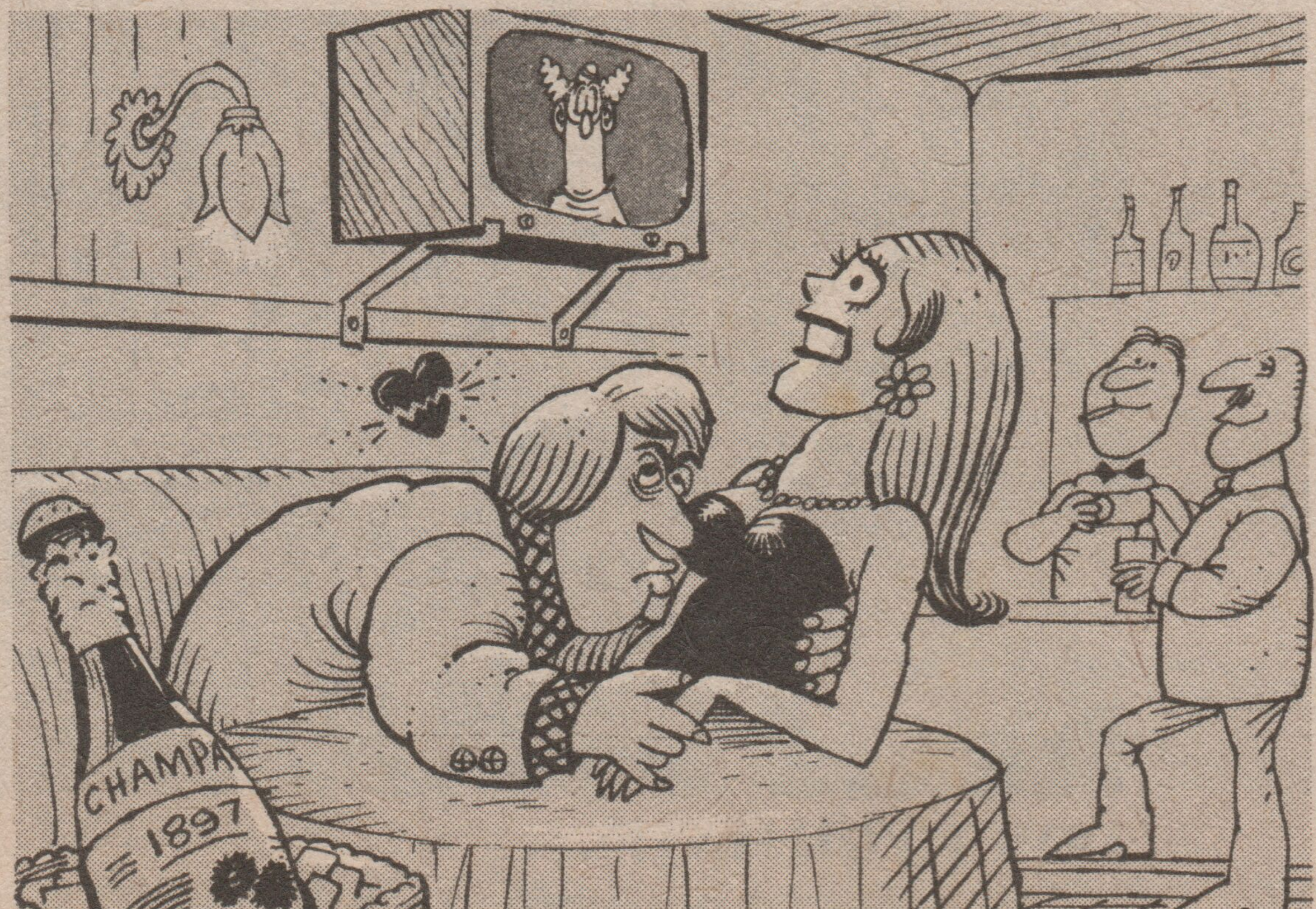
DON'T YOU HATE . . .
. . . talk shows that break for six inane commercials just as a guest is about to make a dazzling point.


THE PRECEDING FILM WAS EDITED ABRIDGED AND OTHERWISE EMASCULATED SO AS NOT TO LOOK TOO GOOD WHEN COMPARED TO T V'S OTHER PROGRAMS

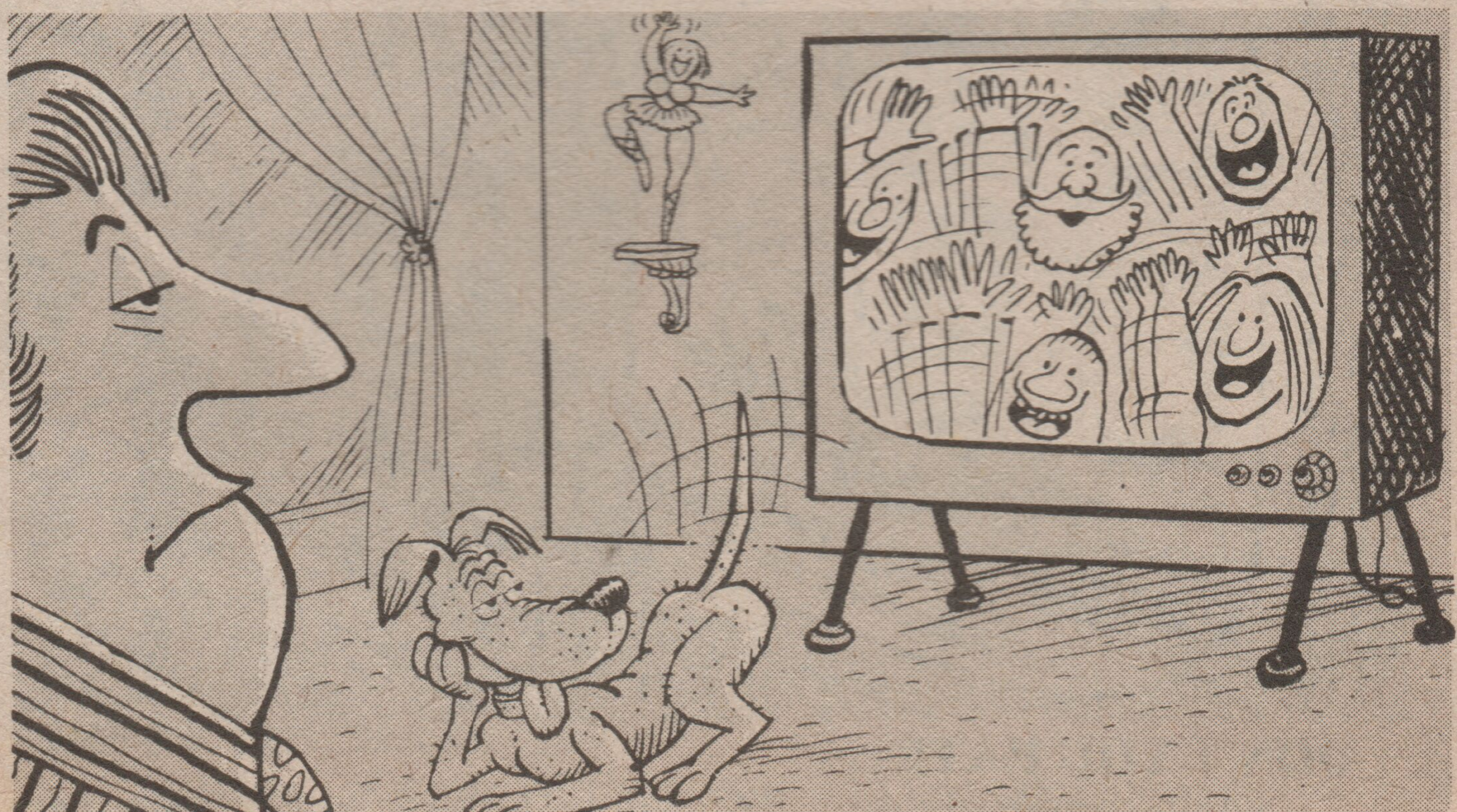
DON'T YOU HATE . .
. . . discovering, after hours of watching, that you can't make head or tail out of a movie because it's been so heavily censored for TV.



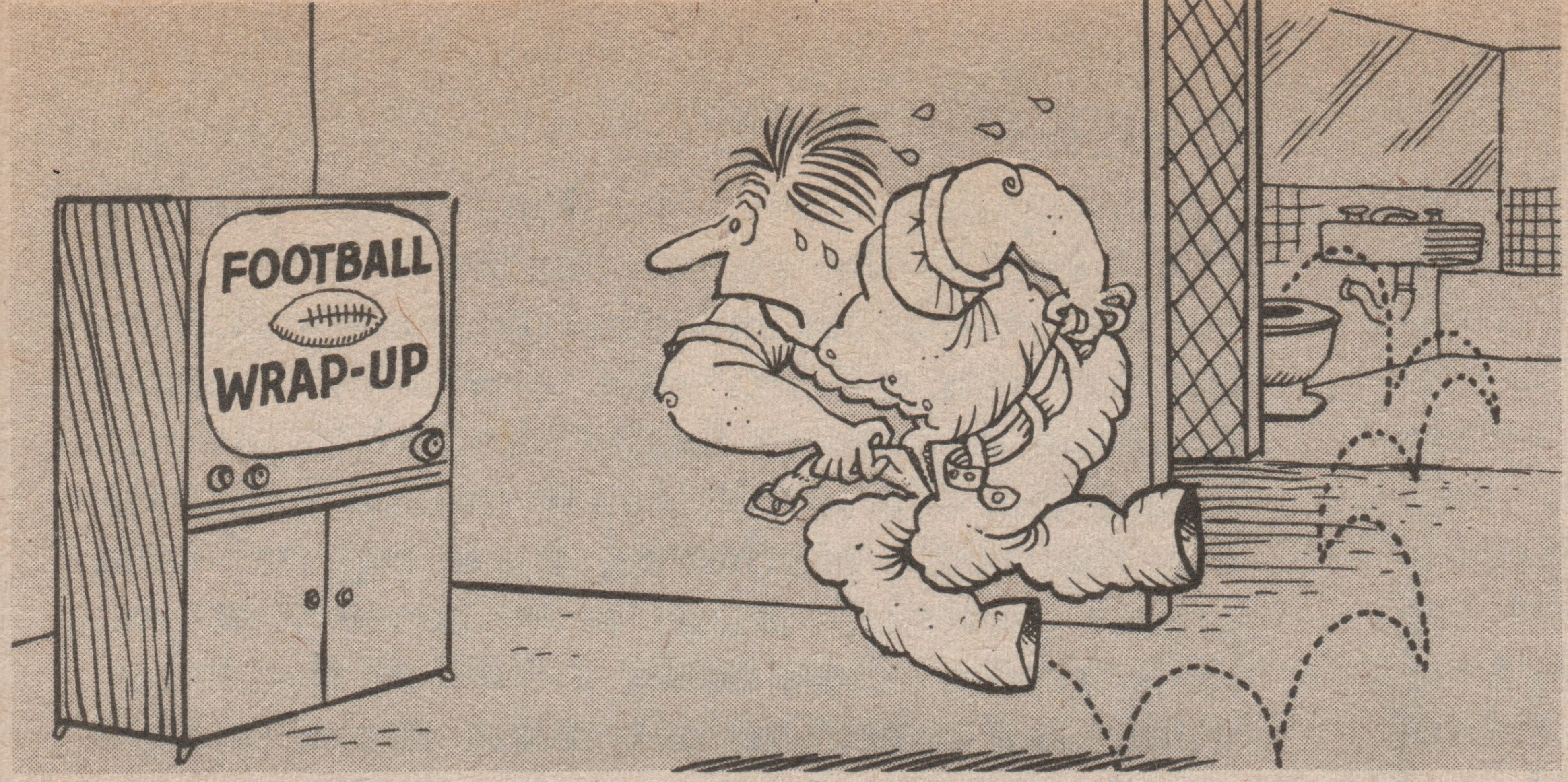
DON'T YOU HATE . . .
. . . when they show one commercial after another of luscious, delicious-looking foods . . . and you're on a starvation diet.


CHAMPA
1897

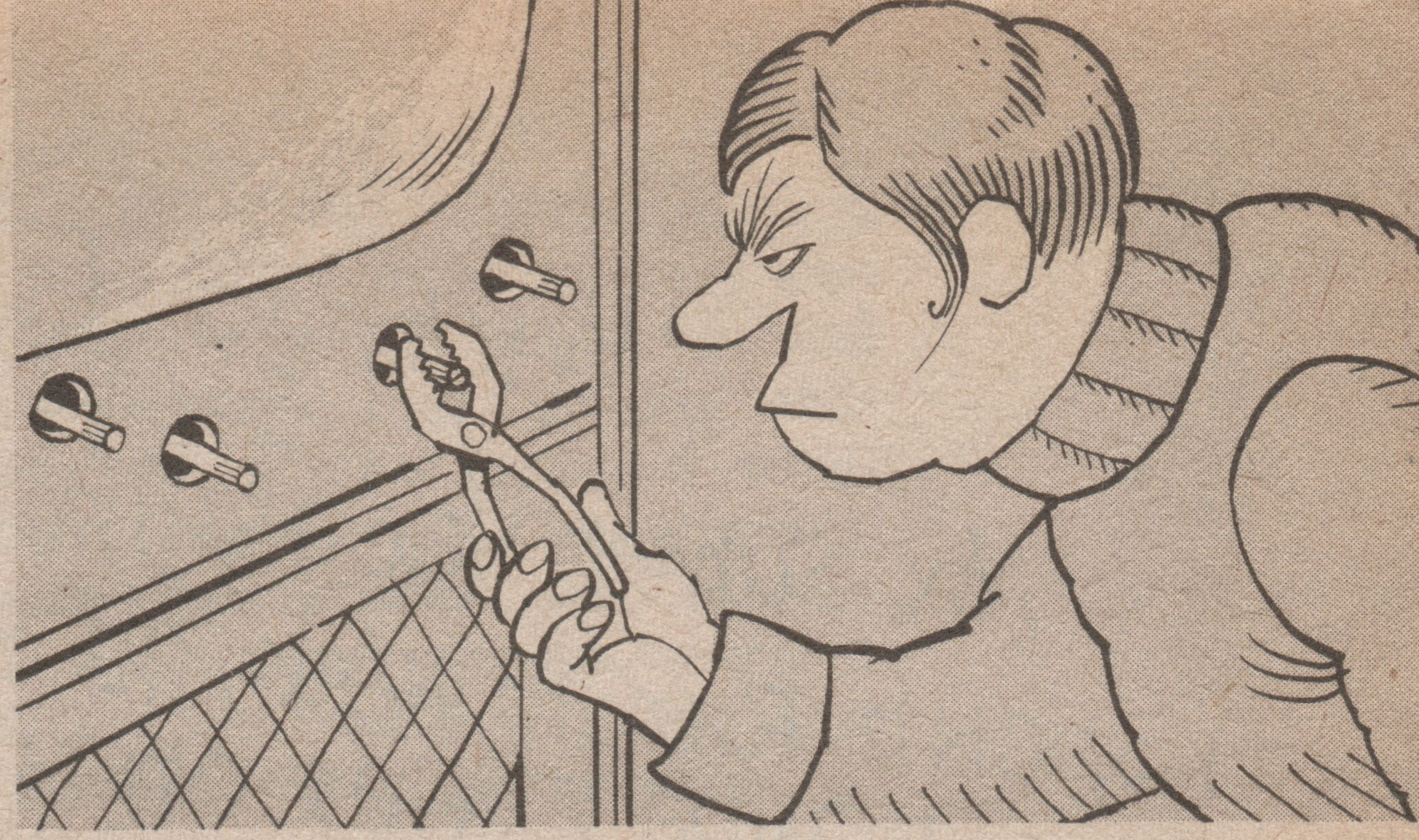
DON'T YOU HATE . . .
. . . the distracting nuisance of TV in public places.



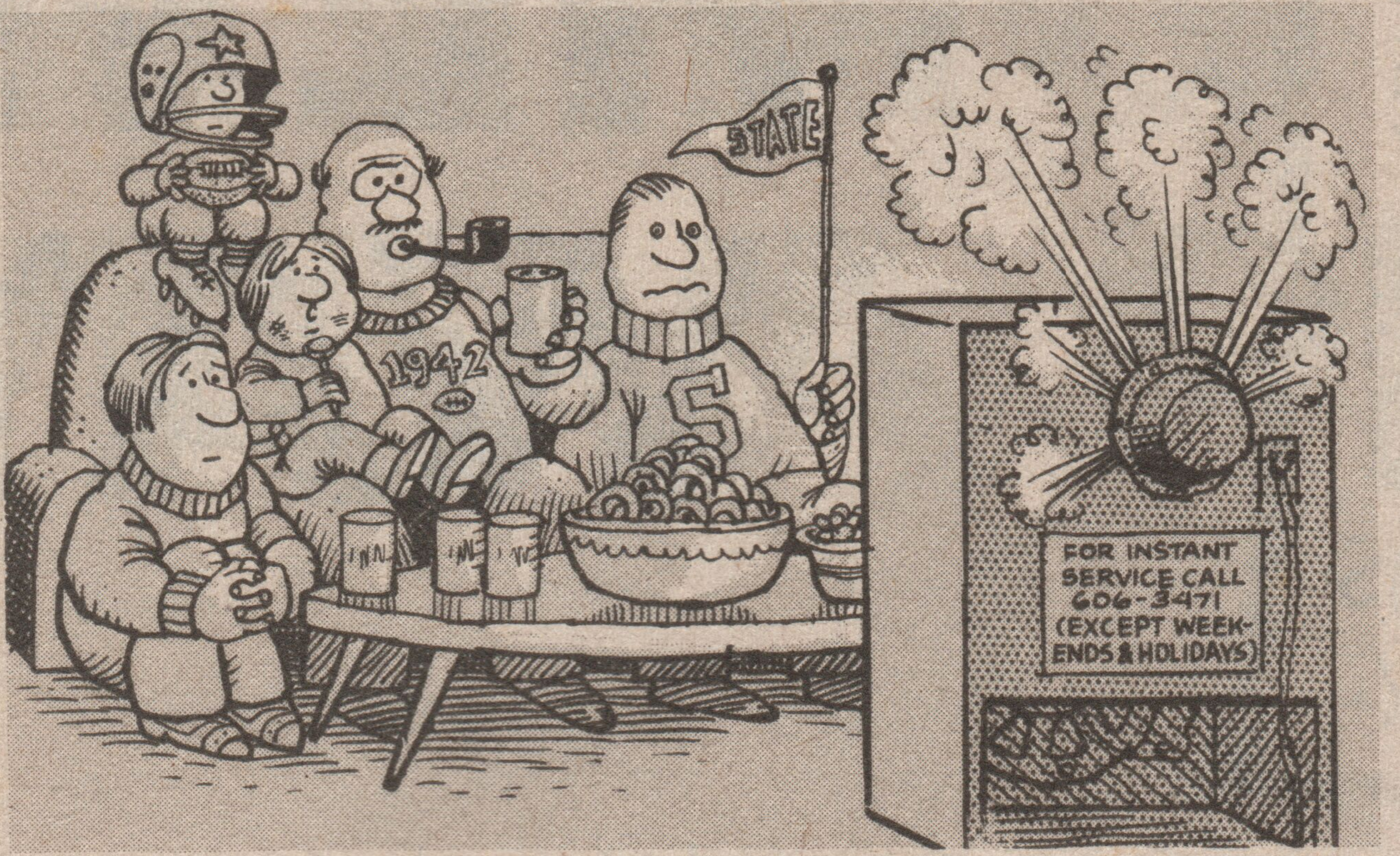
DON'T YOU HATE . . .
. . . people who wave like idiots when they see a TV camera.


FOOTBALL
WRAP-UP

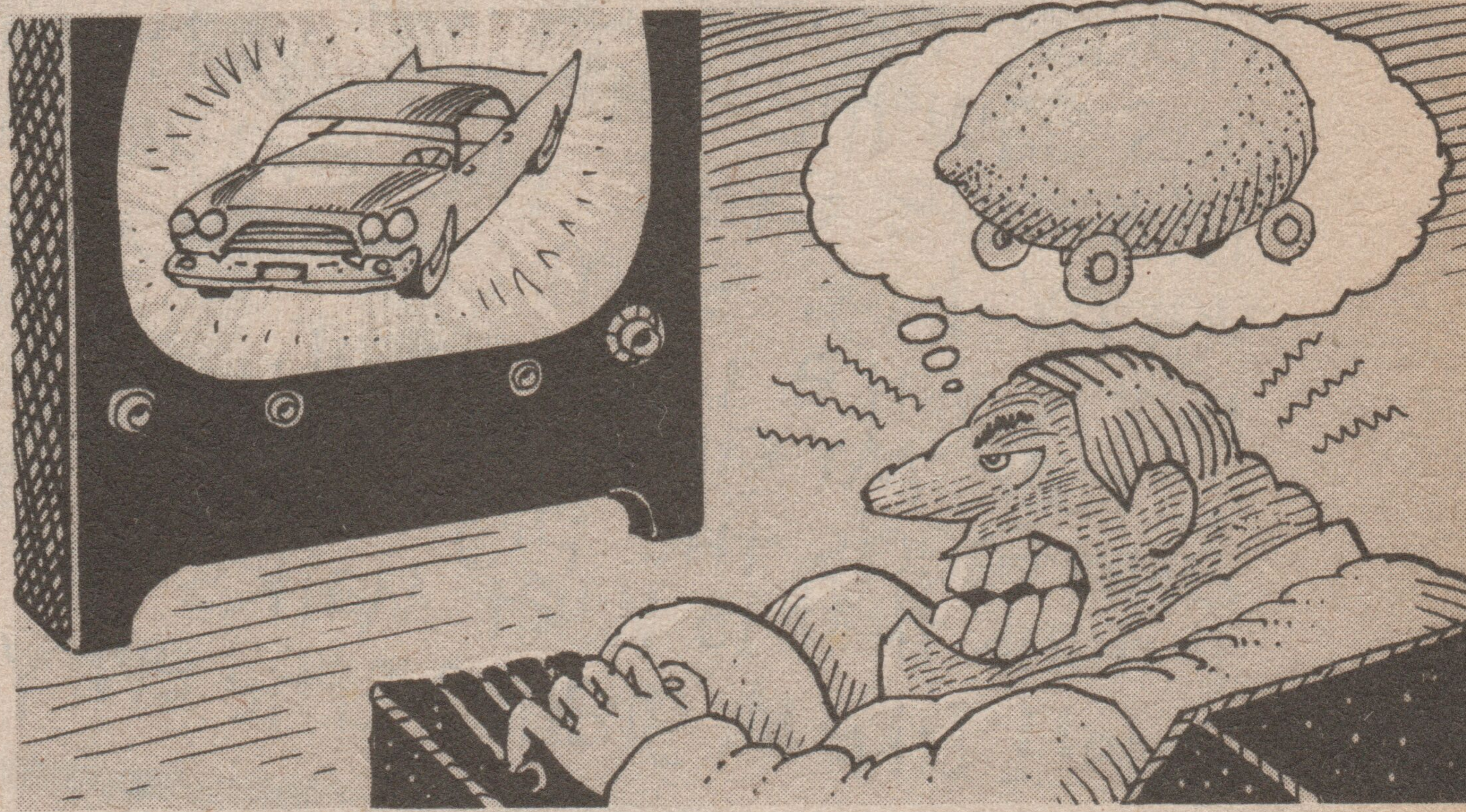
DON'T YOU HATE . . .
. . . holding out as long as you can, finally going to the bathroom, and coming back too late to even see the replay of the winning touchdown.



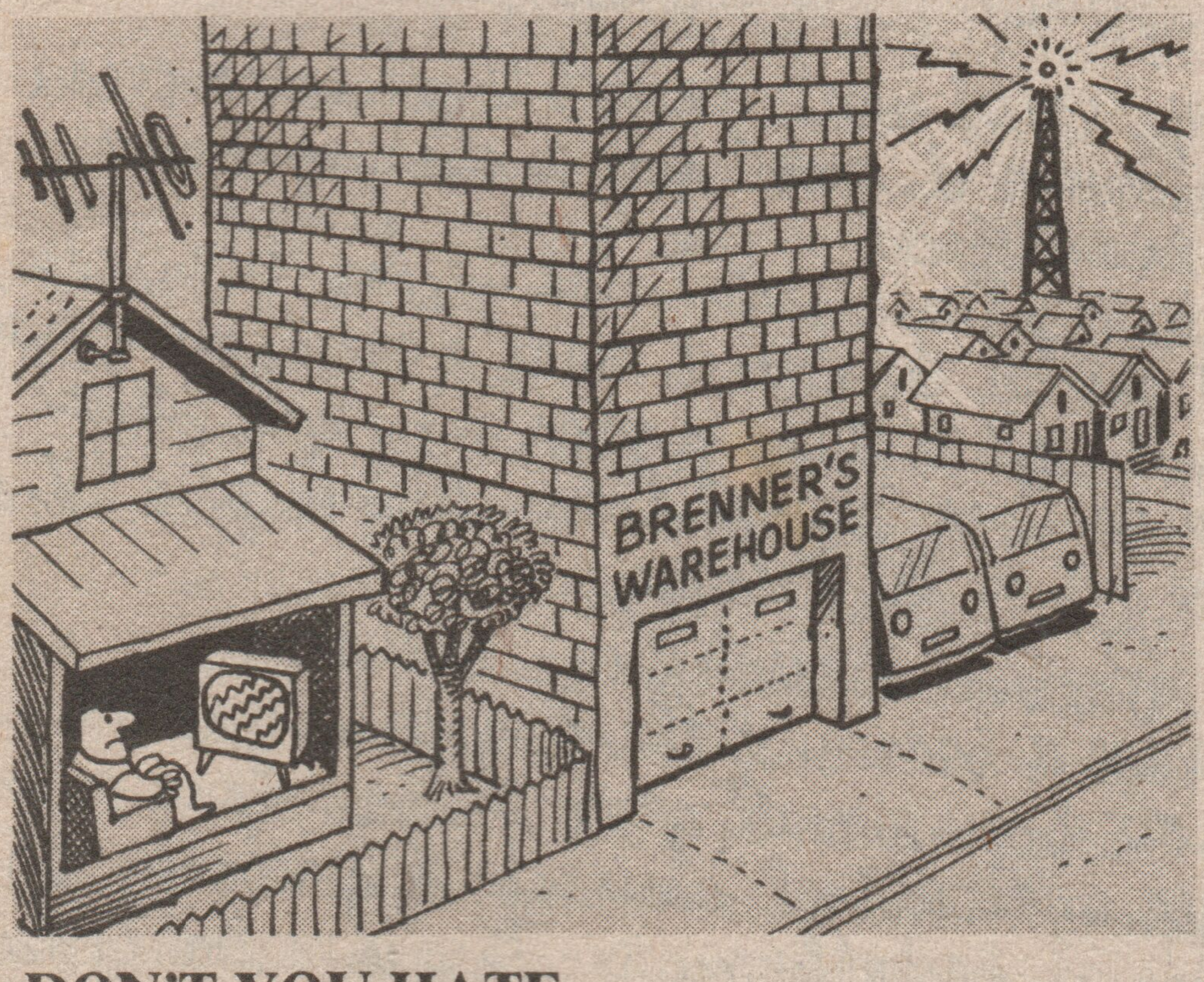
DON'T YOU HATE . . .
. . . having younger children in the family who somehow manage to remove and misplace every knob on the set.


STATE
1942
5
FOR INSTANT SERVICE CALL 606-3471 (EXCEPT WEEK-ENDS & HOLIDAYS)

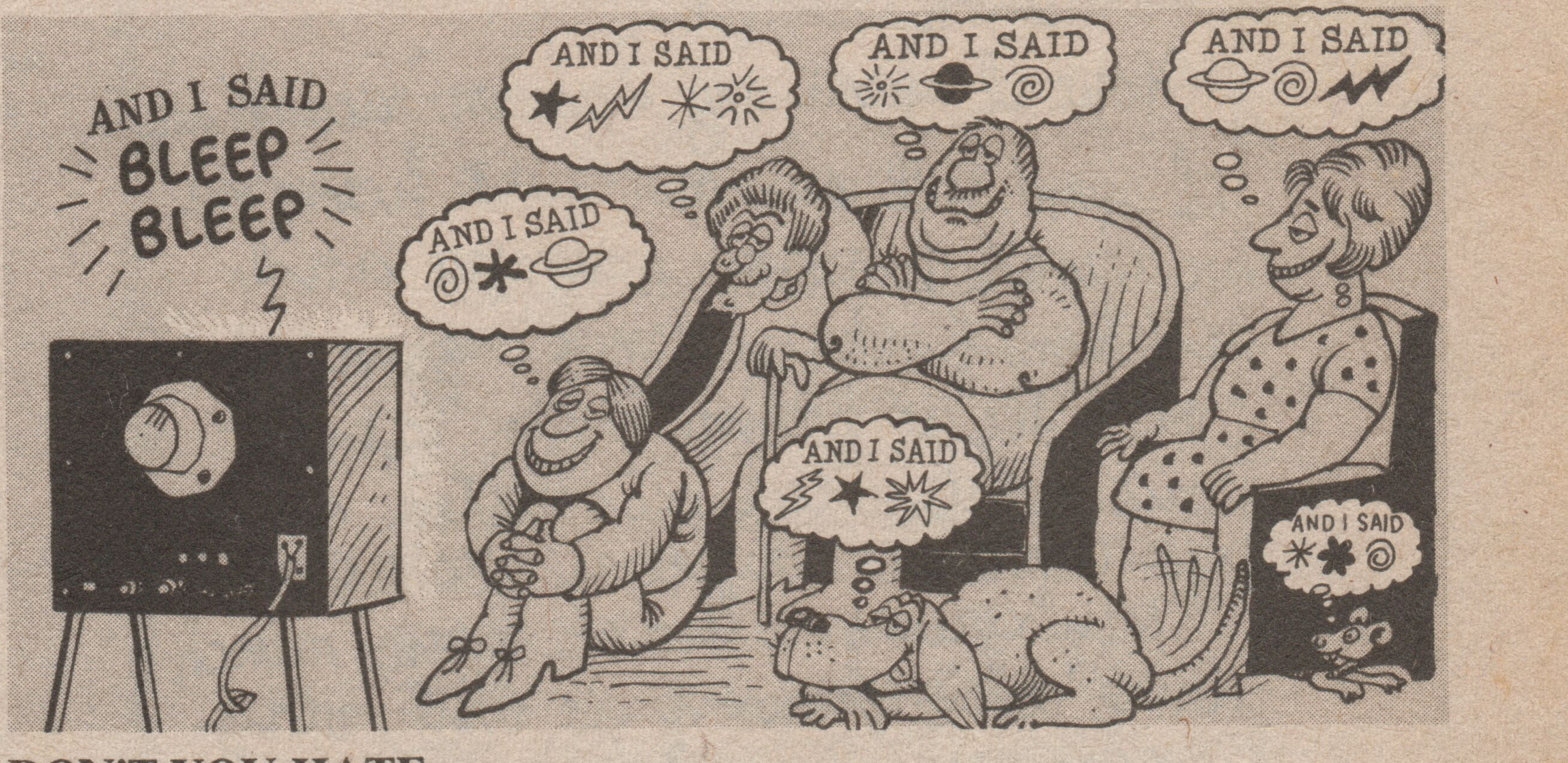
DON'T YOU HATE . . .
. . . settling down for a long weekend of great Championship Sports, and the picture tube blows on the very first play.



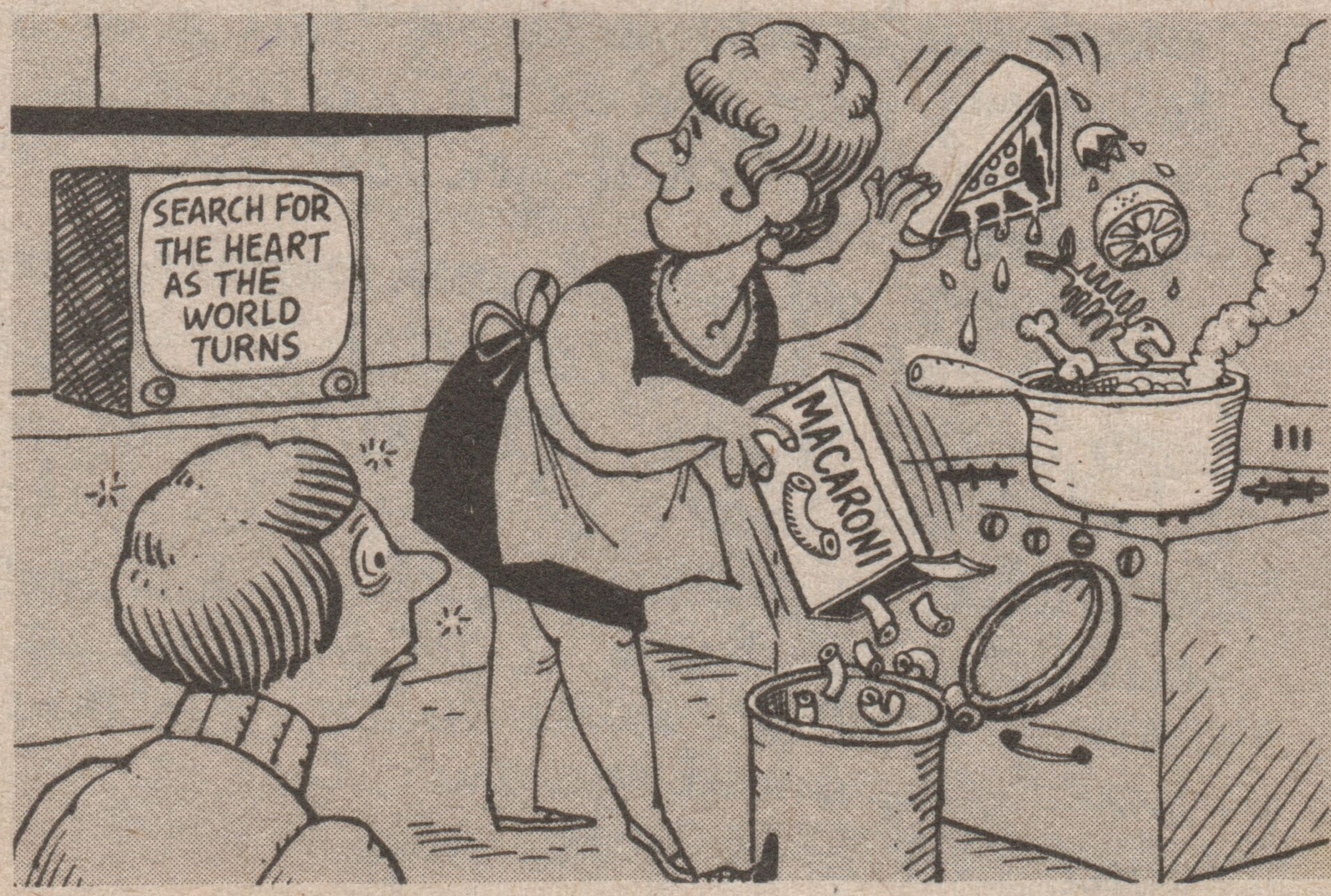
DON'T YOU HATE . . .
. . . watching a commercial extolling the virtues of a product you just bought which is the biggest mistake you've ever made.


BRENNER'S WAREHOUSE

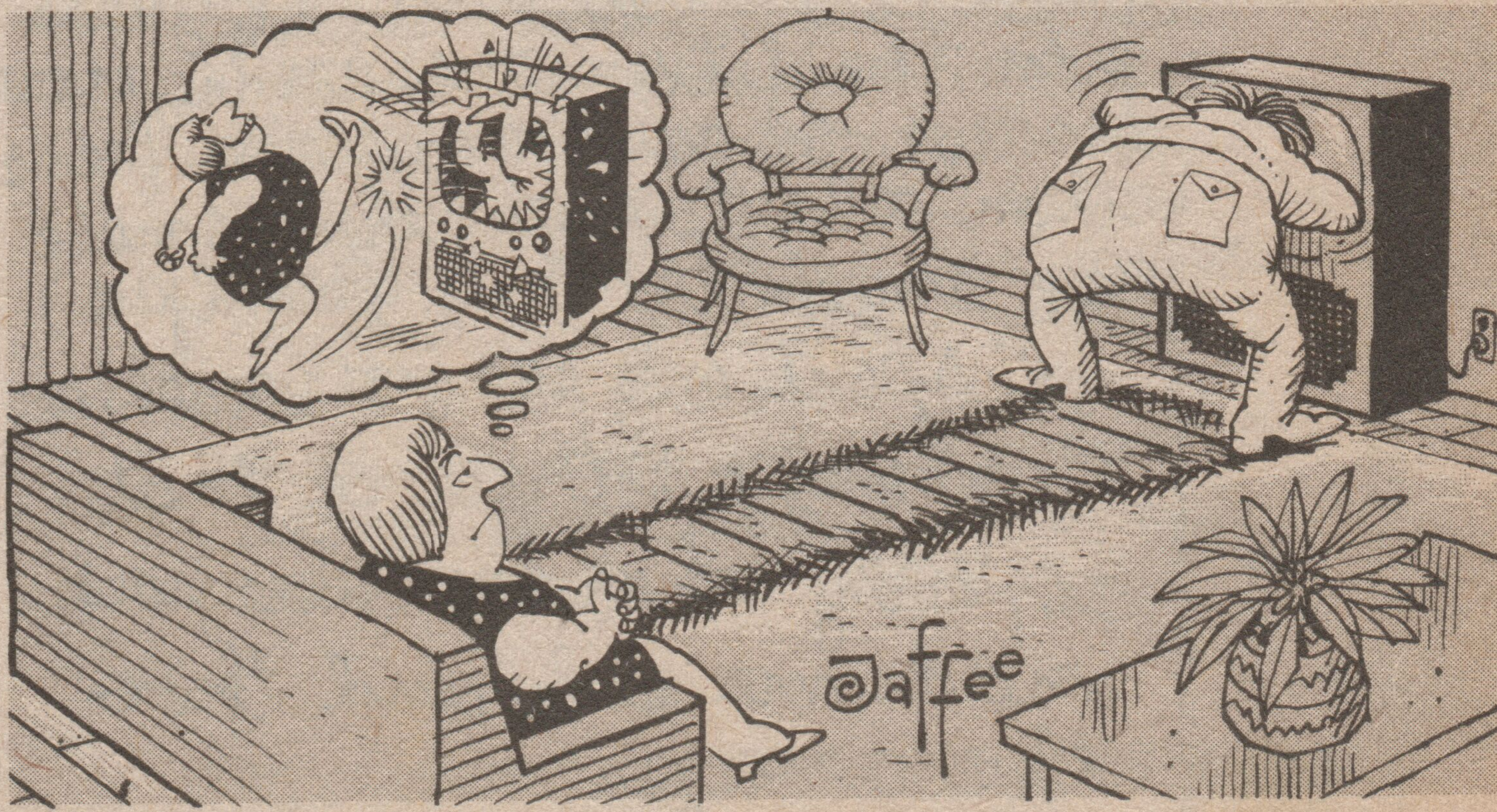
DON'T YOU HATE . . .
. . . that huge bulding that's suddenly erected right between you and all the TV transmitters.


AND I SAID BLEEP BLEEP
AND I SAID
AND I SAID
AND I SAID
AND I SAID
AND I SAID
AND I SAID

DON'T YOU HATE . . .
. . . finding out that those bleeped out words on a show you saw weren't anywhere near as filthy as the one's you'd conjured up.


SEARCH FOR THE HEART AS THE WORLD TURNS
MACARONI

DON'T YOU HATE . . .
. . . meals prepared by Mothers addicted to Daytime TV.

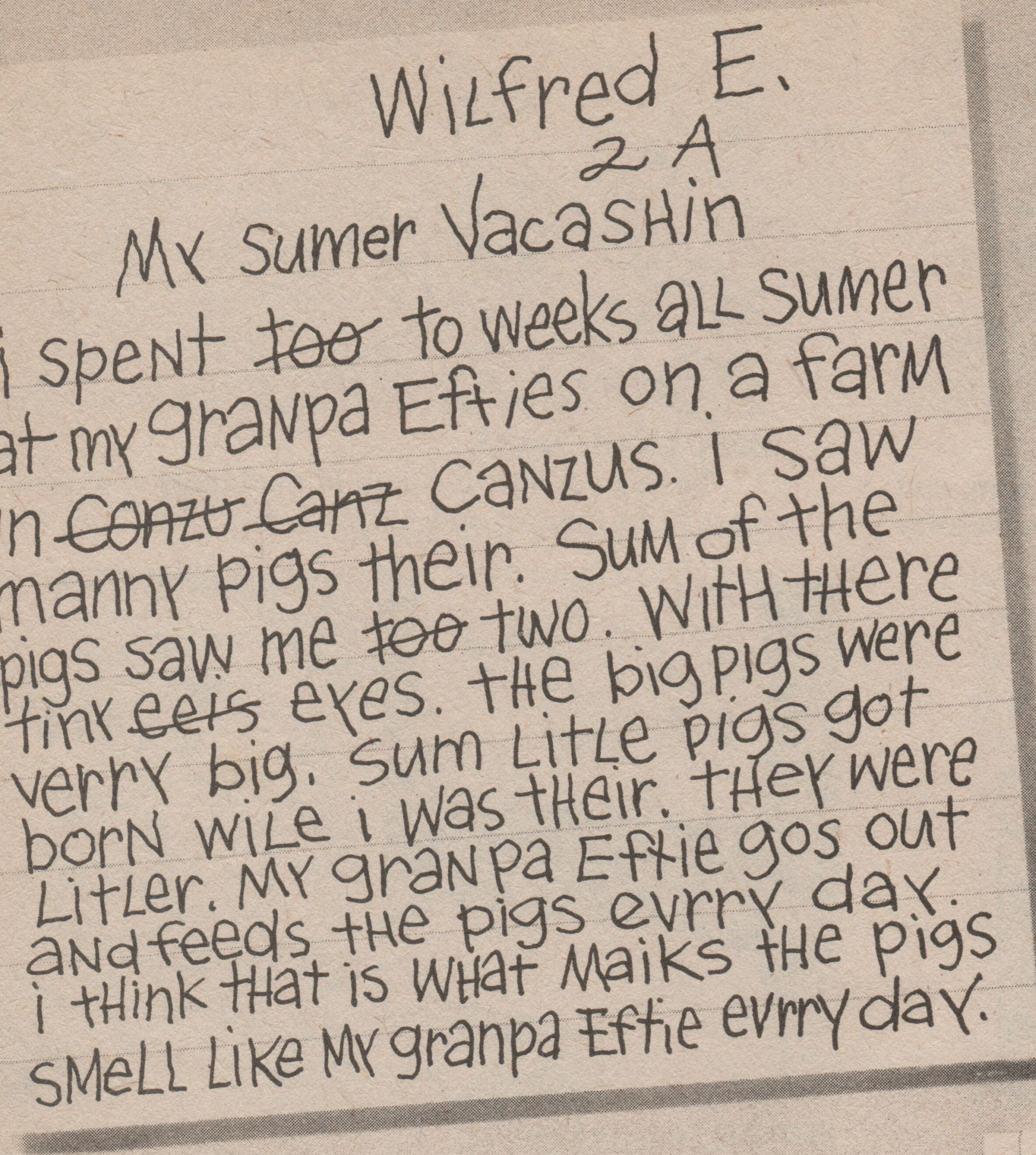


DON'T YOU HATE . . .
. . . people who are never satisfied with the way a set is tuned.

SYMBOL ENGLISH DEPT.

Among the more dismal things about going to school is the expectation by teachers that you will read books and grind out homework from the day you are first able to pick up a pencil until the day you're finally allowed to pick up a diploma. Worse yet, you're bullied into writing thousands of themes, book reports, term papers and final exams as evidence that you really read all those books and did all that homework. But worst of all, most students plod

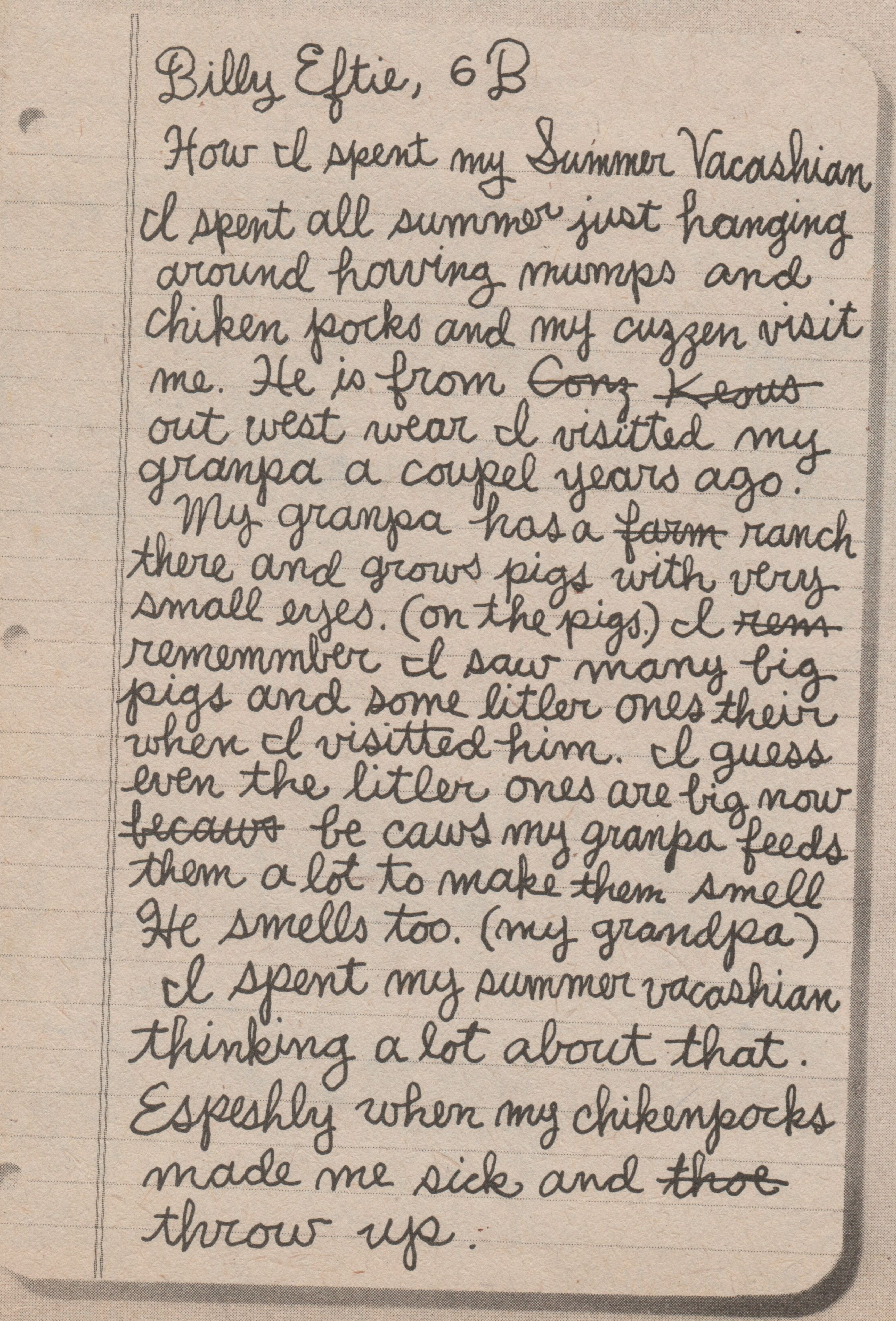
REW WAY



Wilfred E.
2 A

My sumer Vacashin

i spent ~~too~~ to weeks all sumer at my granpa Efties on a farm in ~~Conzu Canz~~ Canzus. i saw manny pigs their. Sum of the pigs saw me ~~too~~ two. With there tiny ~~eeis~~ eyes. the big pigs were verry big. sum litle pigs got born wile i was their. they were litler. My granpa Eftie gos out and feeds the pigs evrry day. i think that is what maiks the pigs smell like my granpa Eftie evrry day.



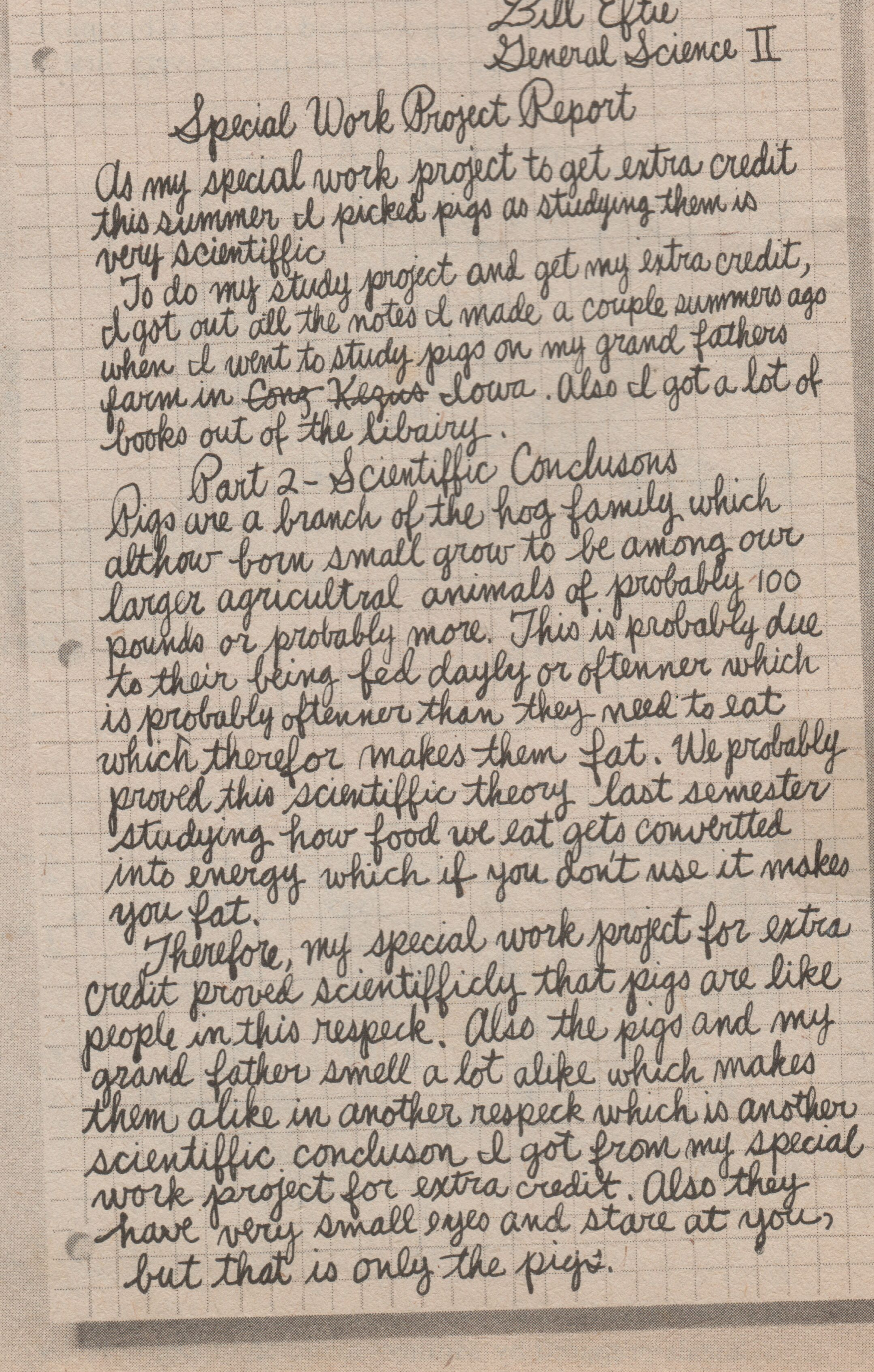
Billy Eftie, 6B

How I spent my Summer Vacashian

I spent all summer just hanging around howing mumps and chiken pocks and my cuzzen visit me. He is from ~~Cong Keous~~ out west wear I visitted my granpa a coupel years ago.

My granpa has a ~~farm~~ ranch there and grows pigs with very small eyes. (on the pigs.) I ~~rem~~ remenmber I saw many big pigs and some litler ones their when I visitted him. I guess even the litler ones are big now ~~becaws~~ be caws my granpa feeds them a lot to make them smell He smells too. (my grandpa)

I spent my summer vacashian thinking a lot about that. Espeshly when my chikenpocks made me sick and ~~thoe~~ throw up.



Bill Eftie
General Science II

Special Work Project Report

As my special work project to get extra credit this summer I picked pigs as studying them is very scientiffic

To do my study project and get my extra credit, I got out all the notes I made a couple summers ago when I went to study pigs on my grand fathers farm in ~~Cong Kegus~~ Iowa. Also I got a lot of books out of the libairy.

Part 2 - Scientiffic Conclusons

Pigs are a branch of the hog family which althow born small grow to be among our larger agricultral animals of probably 100 pounds or probably more. This is probably due to their being fed dayly or oftenner which is probably oftenner than they need to eat which therefor makes them fat. We probably proved this scientiffic theory last semester studying how food we eat gets convertted into energy which if you don't use it makes you fat.

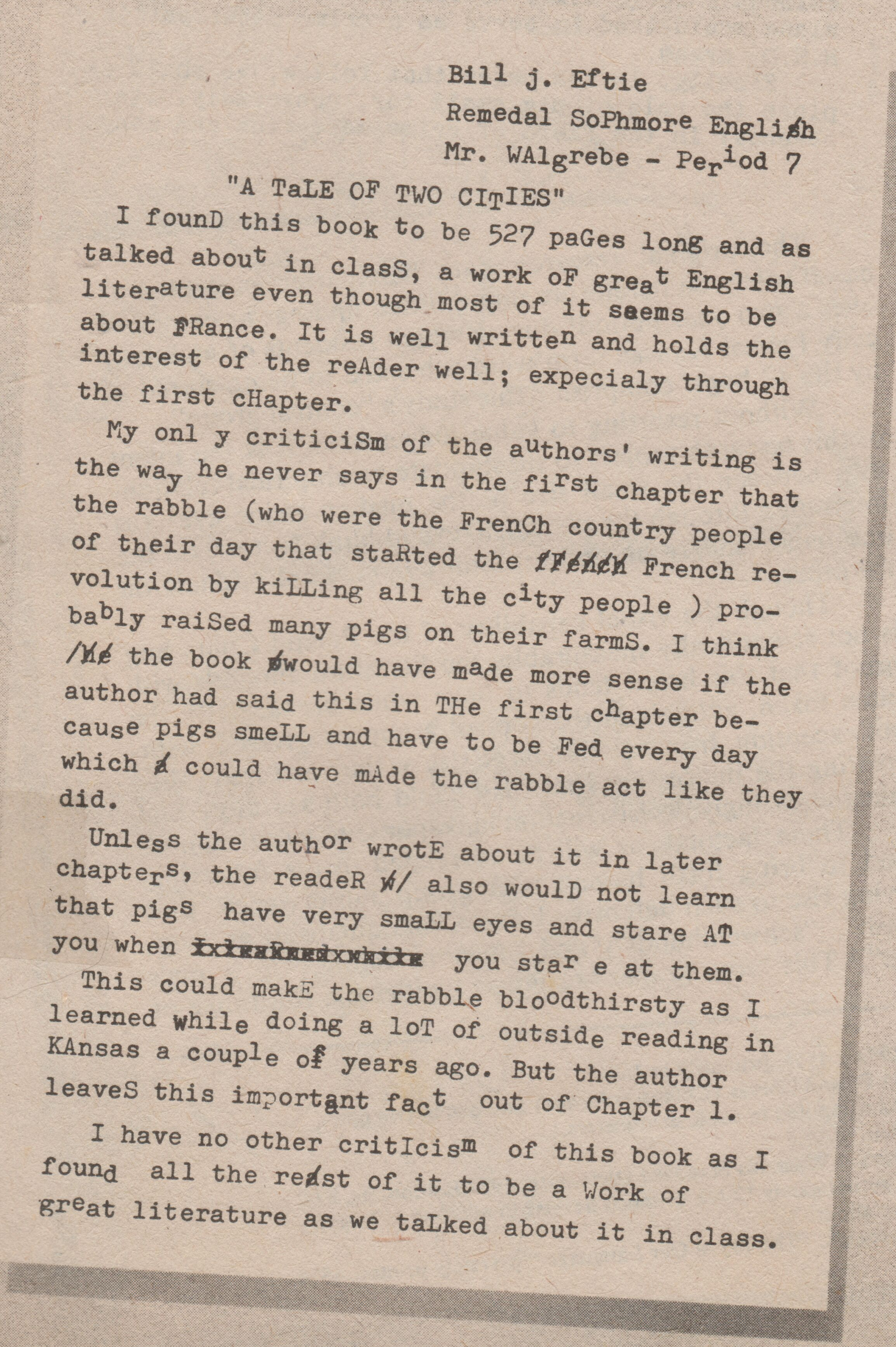
Therefore, my special work project for extra credit proved scientifficly that pigs are like people in this respeck. Also the pigs and my grand father smell a lot alike which makes them alike in another respeck which is another scientiffic concluson I got from my special work project for extra credit. Also they have very small eyes and stare at you, but that is only the pigs.

through the years of drudgery without realizing that the whole ridiculous thing is avoidable. It should be obvious to anyone with an ounce of connivance in his soul that breezing through school without ever cracking a book is a cinch if one remembers two simple facts: (1) The first theme you wrote in second grade can be rewritten to fill every assignment you'll be saddled with later on, merely by adding some appropriate big words and twisting the subject matter around a little! And (2) teachers seldom read the trash turned in by students anyway! All that really counts is filling lots and lots of pages with words, thus "proving" that you've emerged with a clear grasp of whatever it is you're supposed to be grasping.

MAD herewith demonstrates what an easy swindle it is to master. And once you've got it down pat, you, too, can loaf through the next fifteen crucial and formative years as you're . . .

RITING YOUR TO A PH.D.

WRITER: TOM KOCH



Bill j. Eftie
Remedal SoPhmore Engli~~s~~h
Mr. WAlgrebe - Period 7

"A TaLE OF TWO CItIES"

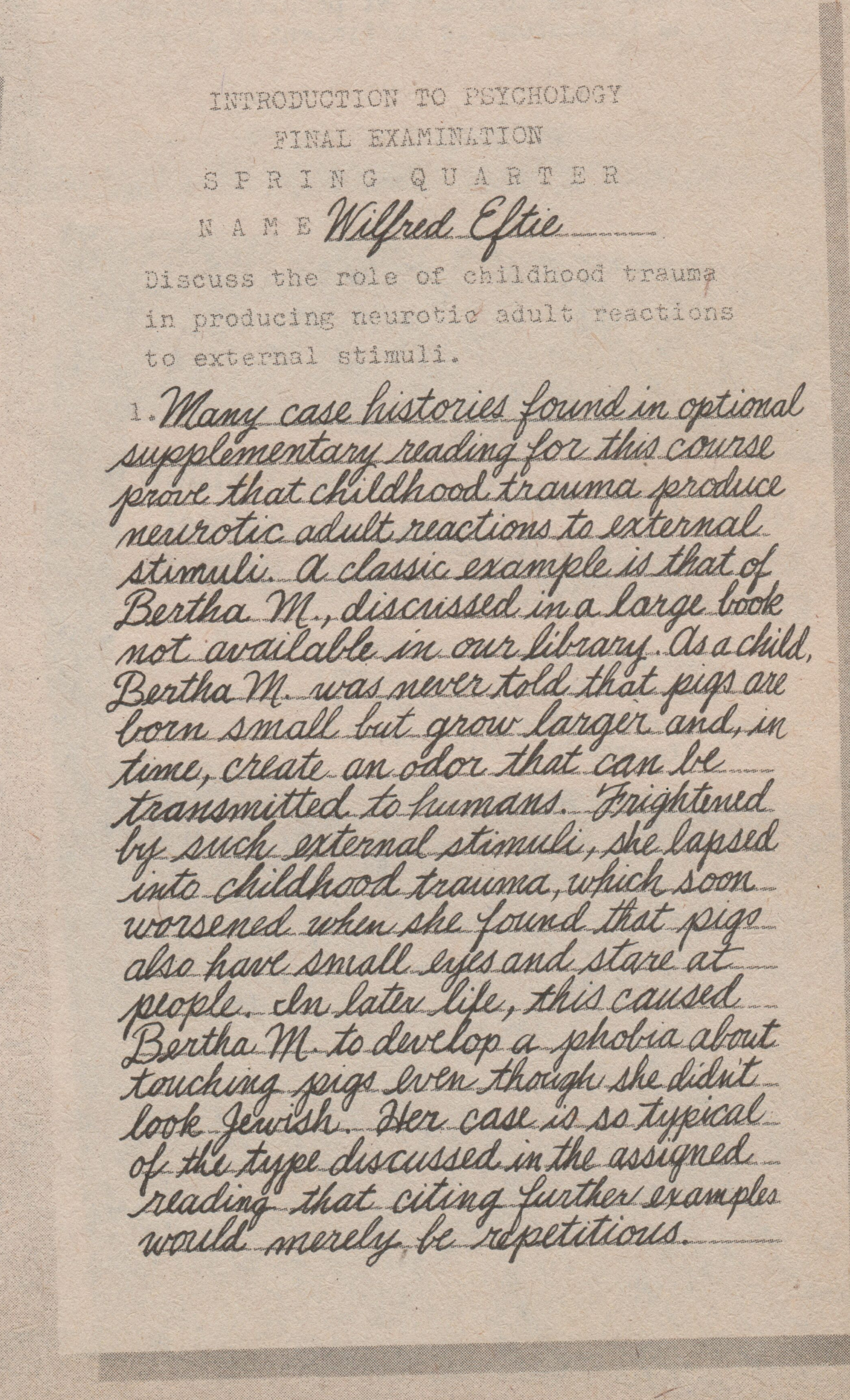
I founD this book to be 527 paGes long and as talked about in clasS, a work oF great English literature even though most of it seems to be about FRance. It is well written and holds the interest of the reAder well; expecialy through the first cHapter.

My onl y criticiSm of the authors' writing is the way he never says in the first chapter that the rabble (who were the FrenCh country people of their day that staRted the ~~fFench~~ French revolution by kiLLing all the city people) probably raiSed many pigs on their farmS. I think ~~/Me~~ the book ~~s~~would have made more sense if the author had said this in THe first chapter because pigs smeLL and have to be Fed every day which ~~a~~ could have mAde the rabble act like they did.

Unless the author wrotE about it in later chapters, the readeR ~~w/~~ also woulD not learn that pigs have very smaLL eyes and stare AT you when ~~[illegible]~~ you star e at them.

This could makE the rabble bloodthirsty as I learned while doing a loT of outside reading in KAnsas a couple of years ago. But the author leaveS this important fact out of Chapter 1.

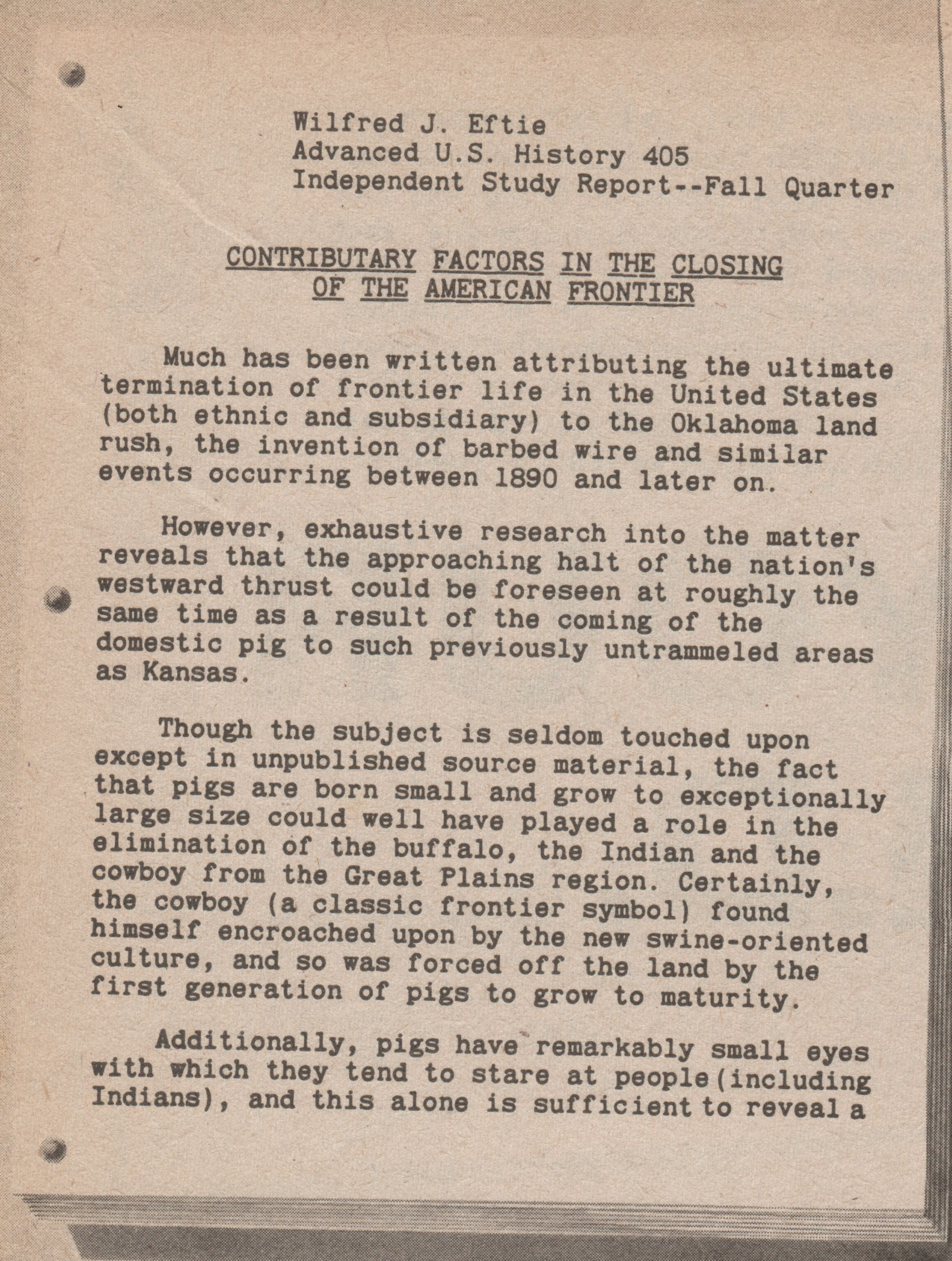
I have no other critIcism of this book as I found all the re~~a~~st of it to be a Work of great literature as we taLked about it in class.



INTRODUCTION TO PSYCHOLOGY
FINAL EXAMINATION
SPRING QUARTER
NAME *Wilfred Eftie*

Discuss the role of childhood trauma in producing neurotic adult reactions to external stimuli.

1. *Many case histories found in optional supplementary reading for this course prove that childhood trauma produce neurotic adult reactions to external stimuli. A classic example is that of Bertha M., discussed in a large book not available in our library. As a child, Bertha M. was never told that pigs are born small but grow larger and, in time, create an odor that can be transmitted to humans. Frightened by such external stimuli, she lapsed into childhood trauma, which soon worsened when she found that pigs also have small eyes and stare at people. In later life, this caused Bertha M. to develop a phobia about touching pigs even though she didn't look Jewish. Her case is so typical of the type discussed in the assigned reading that citing further examples would merely be repetitious.*



Wilfred J. Eftie
Advanced U.S. History 405
Independent Study Report--Fall Quarter

CONTRIBUTARY FACTORS IN THE CLOSING OF THE AMERICAN FRONTIER

Much has been written attributing the ultimate termination of frontier life in the United States (both ethnic and subsidiary) to the Oklahoma land rush, the invention of barbed wire and similar events occurring between 1890 and later on.

However, exhaustive research into the matter reveals that the approaching halt of the nation's westward thrust could be foreseen at roughly the same time as a result of the coming of the domestic pig to such previously untrammeled areas as Kansas.

Though the subject is seldom touched upon except in unpublished source material, the fact that pigs are born small and grow to exceptionally large size could well have played a role in the elimination of the buffalo, the Indian and the cowboy from the Great Plains region. Certainly, the cowboy (a classic frontier symbol) found himself encroached upon by the new swine-oriented culture, and so was forced off the land by the first generation of pigs to grow to maturity.

Additionally, pigs have remarkably small eyes with which they tend to stare at people(including Indians), and this alone is sufficient to reveal a

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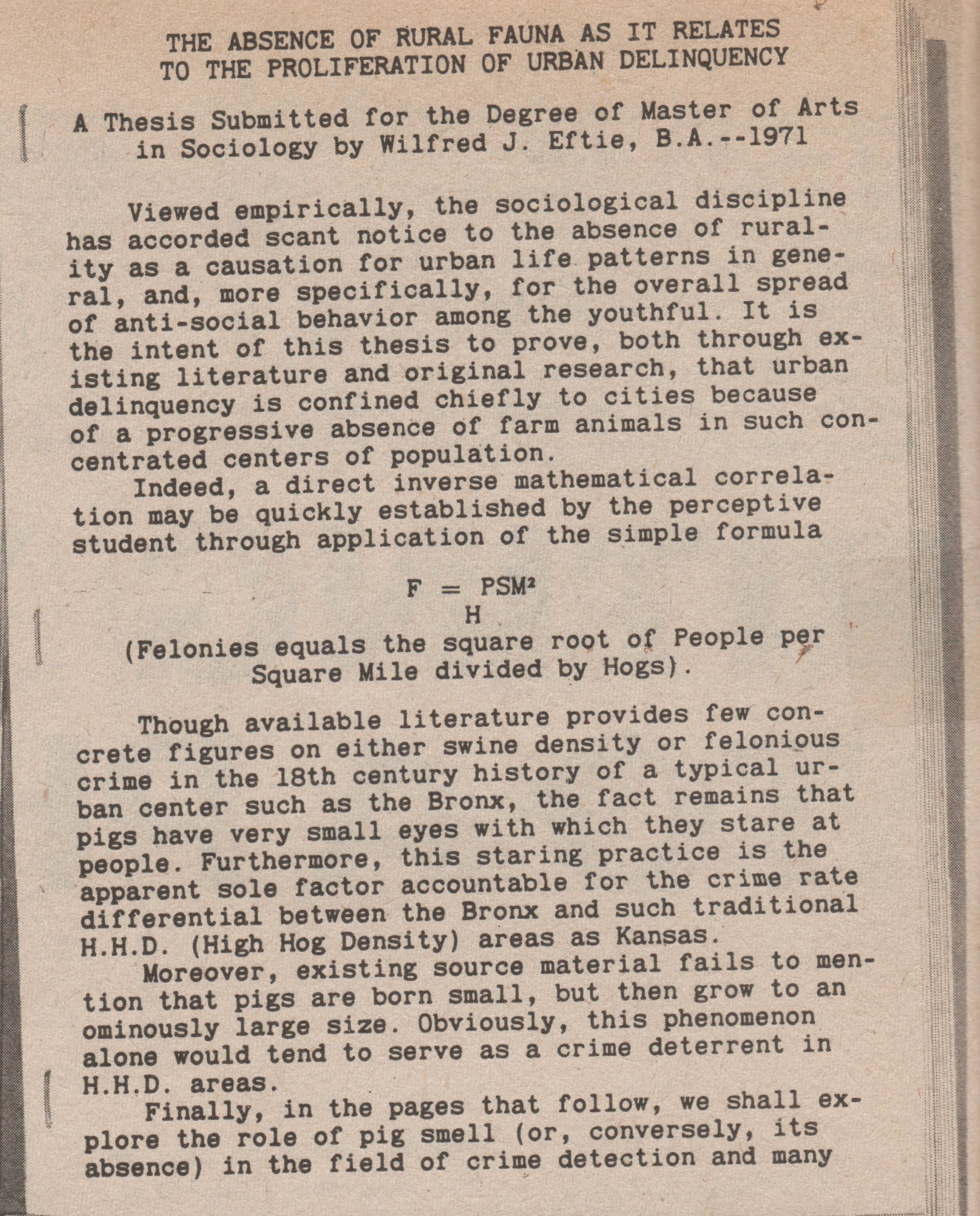

THE ABSENCE OF RURAL FAUNA AS IT RELATES TO THE PROLIFERATION OF URBAN DELINQUENCY

A Thesis Submitted for the Degree of Master of Arts
in Sociology by Wilfred J. Eftie, B.A.--1971

Viewed empirically, the sociological discipline has accorded scant notice to the absence of rurality as a causation for urban life patterns in general, and, more specifically, for the overall spread of anti-social behavior among the youthful. It is the intent of this thesis to prove, both through existing literature and original research, that urban delinquency is confined chiefly to cities because of a progressive absence of farm animals in such concentrated centers of population.

Indeed, a direct inverse mathematical correlation may be quickly established by the perceptive student through application of the simple formula

$$F = \frac{PSM^2}{H}$$

(Felonies equals the square root of People per Square Mile divided by Hogs).

Though available literature provides few concrete figures on either swine density or felonious crime in the 18th century history of a typical urban center such as the Bronx, the fact remains that pigs have very small eyes with which they stare at people. Furthermore, this staring practice is the apparent sole factor accountable for the crime rate differential between the Bronx and such traditional H.H.D. (High Hog Density) areas as Kansas.

Moreover, existing source material fails to mention that pigs are born small, but then grow to an ominously large size. Obviously, this phenomenon alone would tend to serve as a crime deterrent in H.H.D. areas.

Finally, in the pages that follow, we shall explore the role of pig smell (or, conversely, its absence) in the field of crime detection and many

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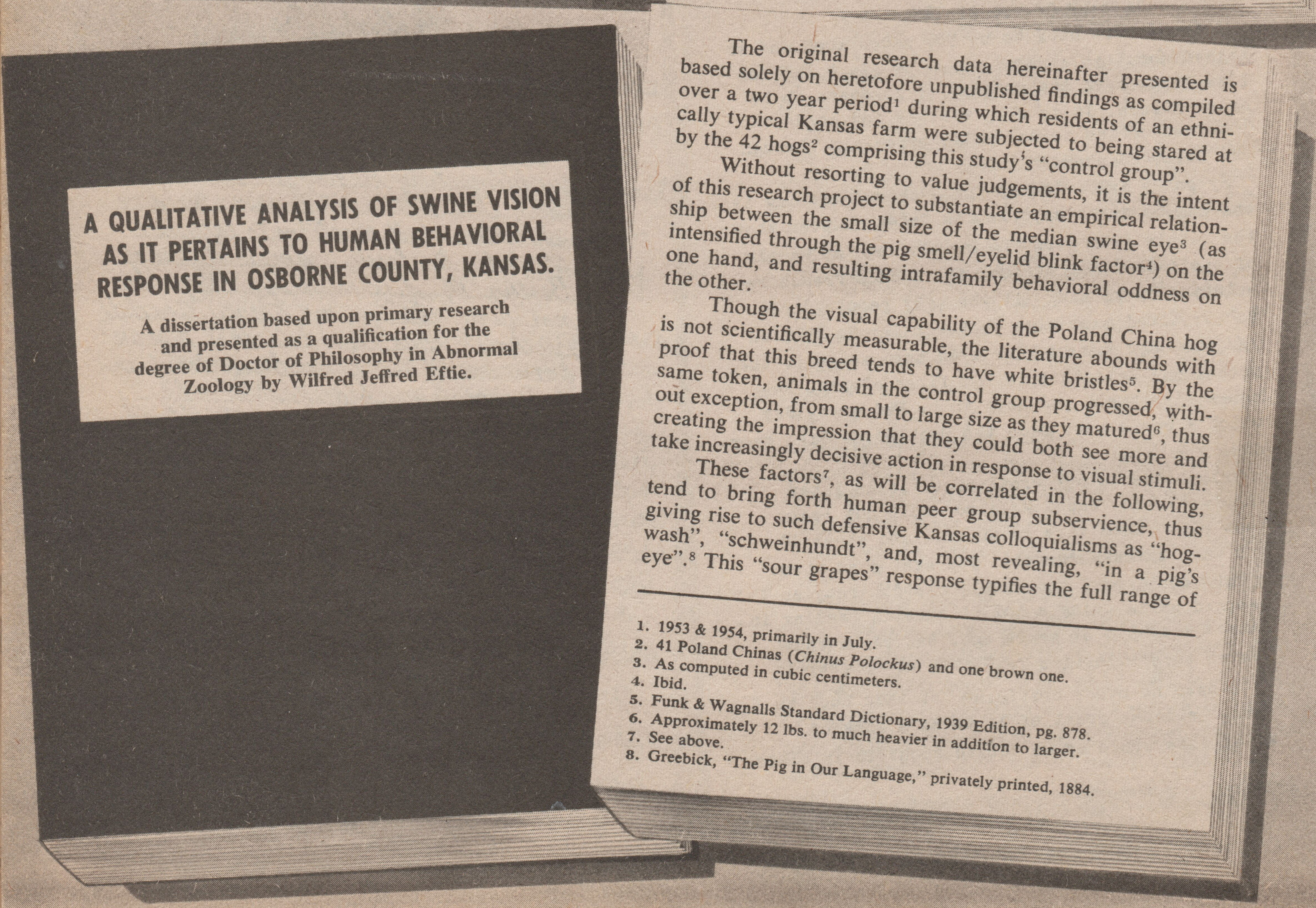


A QUALITATIVE ANALYSIS OF SWINE VISION AS IT PERTAINS TO HUMAN BEHAVIORAL RESPONSE IN OSBORNE COUNTY, KANSAS.

A dissertation based upon primary research
and presented as a qualification for the
degree of Doctor of Philosophy in Abnormal
Zoology by Wilfred Jeffred Eftie.

The original research data hereinafter presented is based solely on heretofore unpublished findings as compiled over a two year period[1] during which residents of an ethnically typical Kansas farm were subjected to being stared at by the 42 hogs[2] comprising this study's "control group".

Without resorting to value judgements, it is the intent of this research project to substantiate an empirical relationship between the small size of the median swine eye[3] (as intensified through the pig smell/eyelid blink factor[4]) on the one hand, and resulting intrafamily behavioral oddness on the other.

Though the visual capability of the Poland China hog is not scientifically measurable, the literature abounds with proof that this breed tends to have white bristles[5]. By the same token, animals in the control group progressed, without exception, from small to large size as they matured[6], thus creating the impression that they could both see more and take increasingly decisive action in response to visual stimuli.

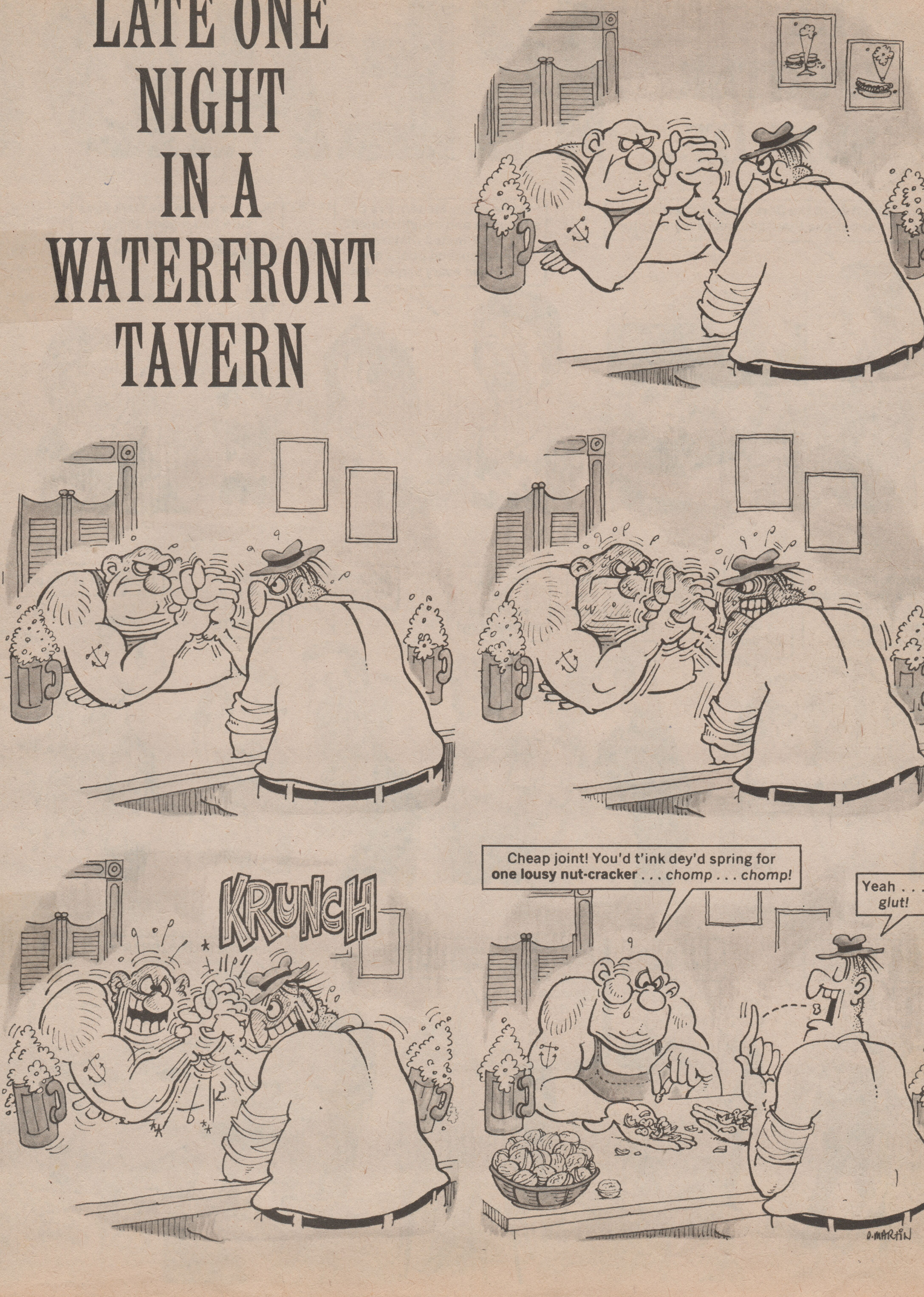
These factors[7], as will be correlated in the following, tend to bring forth human peer group subservience, thus giving rise to such defensive Kansas colloquialisms as "hogwash", "schweinhundt", and, most revealing, "in a pig's eye".[8] This "sour grapes" response typifies the full range of

---

1. 1953 & 1954, primarily in July.
2. 41 Poland Chinas (*Chinus Polockus*) and one brown one.
3. As computed in cubic centimeters.
4. Ibid.
5. Funk & Wagnalls Standard Dictionary, 1939 Edition, pg. 878.
6. Approximately 12 lbs. to much heavier in addition to larger.
7. See above.
8. Greebick, "The Pig in Our Language," privately printed, 1884.

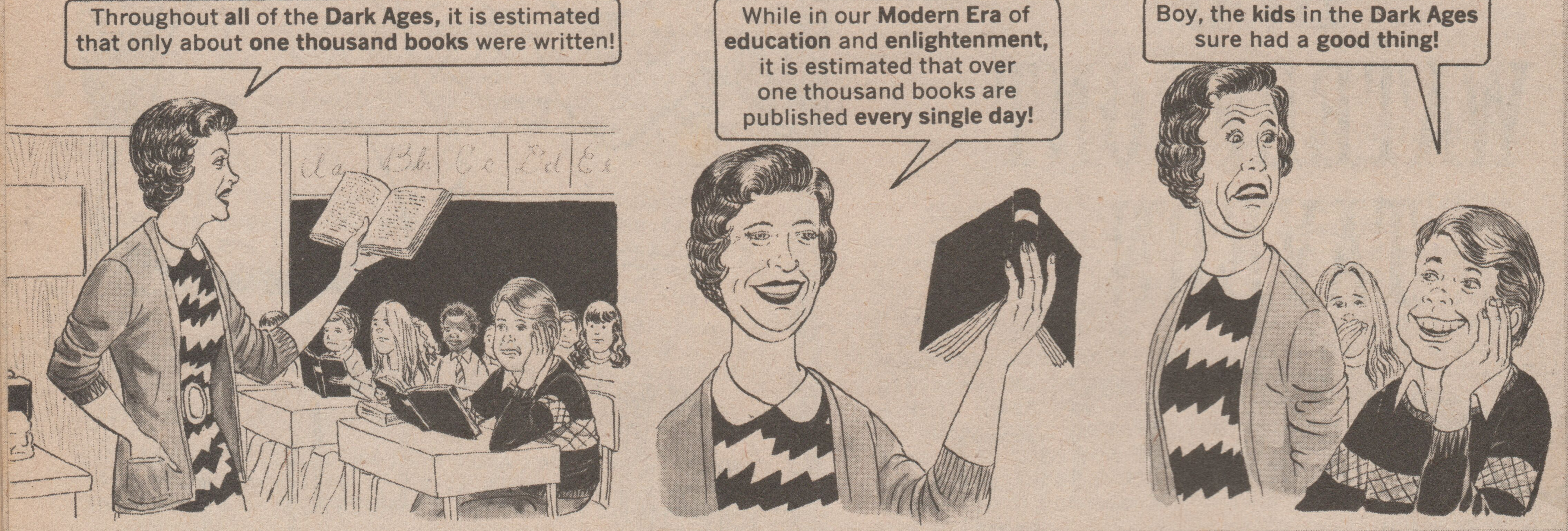
DON MARTIN DEPT. PART I

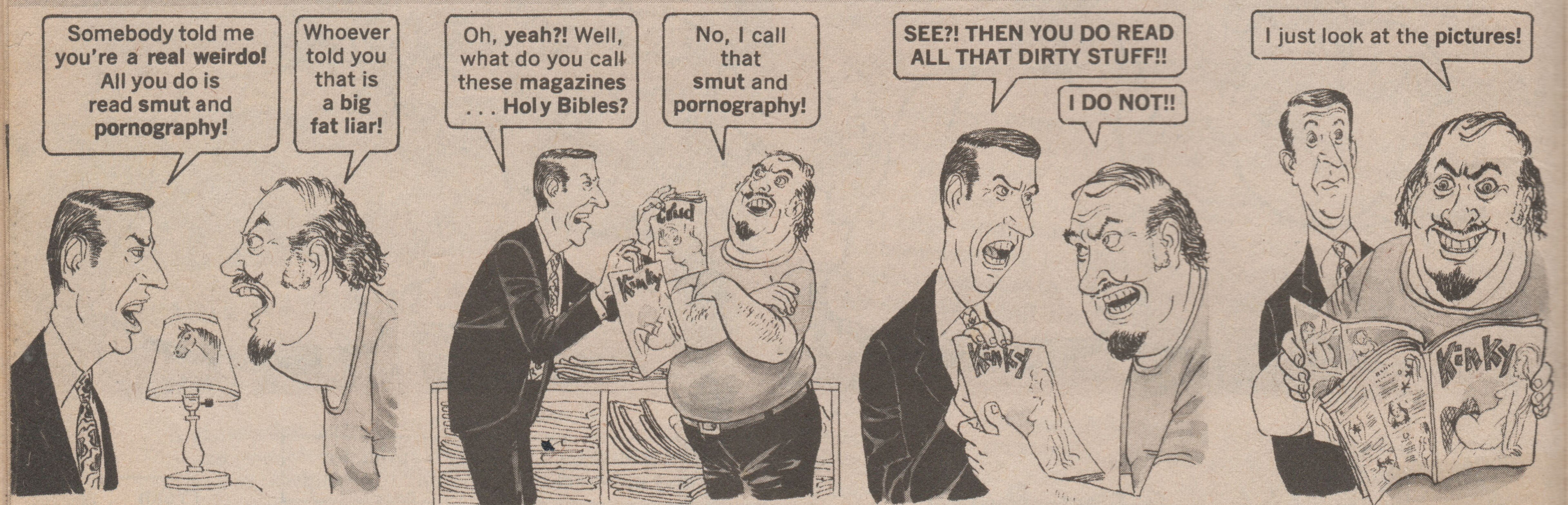
LATE ONE NIGHT IN A WATERFRONT TAVERN

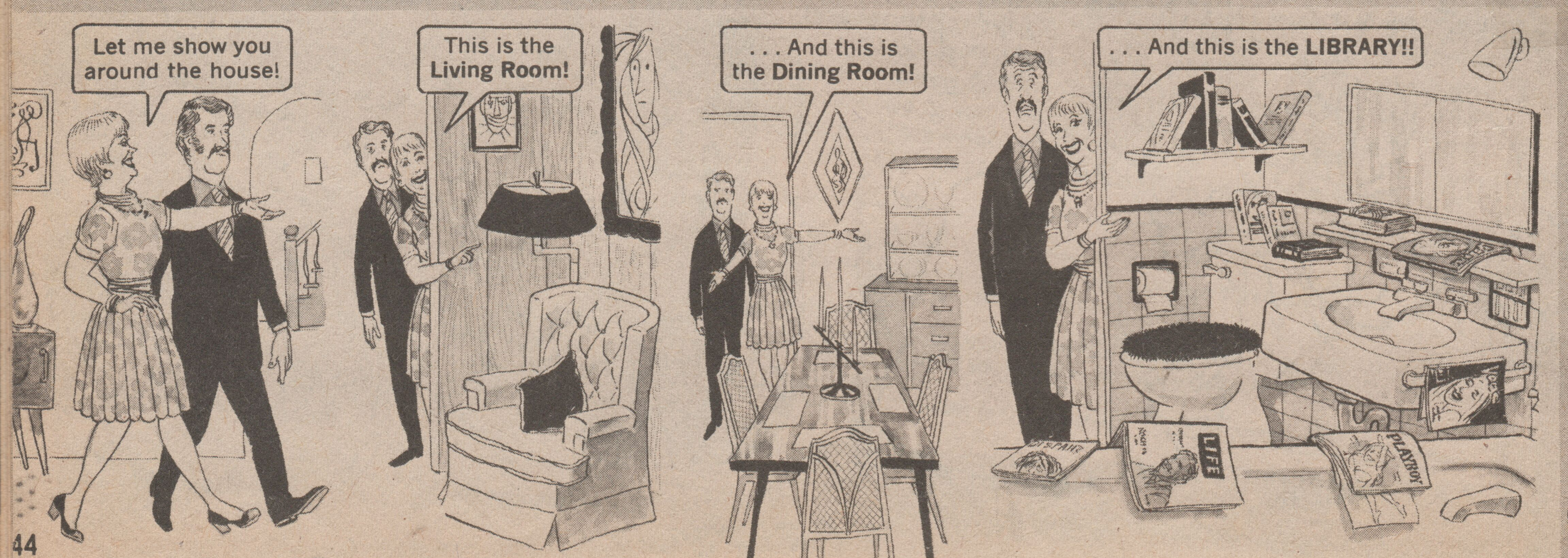

KRUNCH
Cheap joint! You'd t'ink dey'd spring for **one lousy nut-cracker** . . . *chomp* . . . *chomp!*
Yeah . . . *glut!*
D. MARTIN

BERG'S-EYE VIEW DEPT.

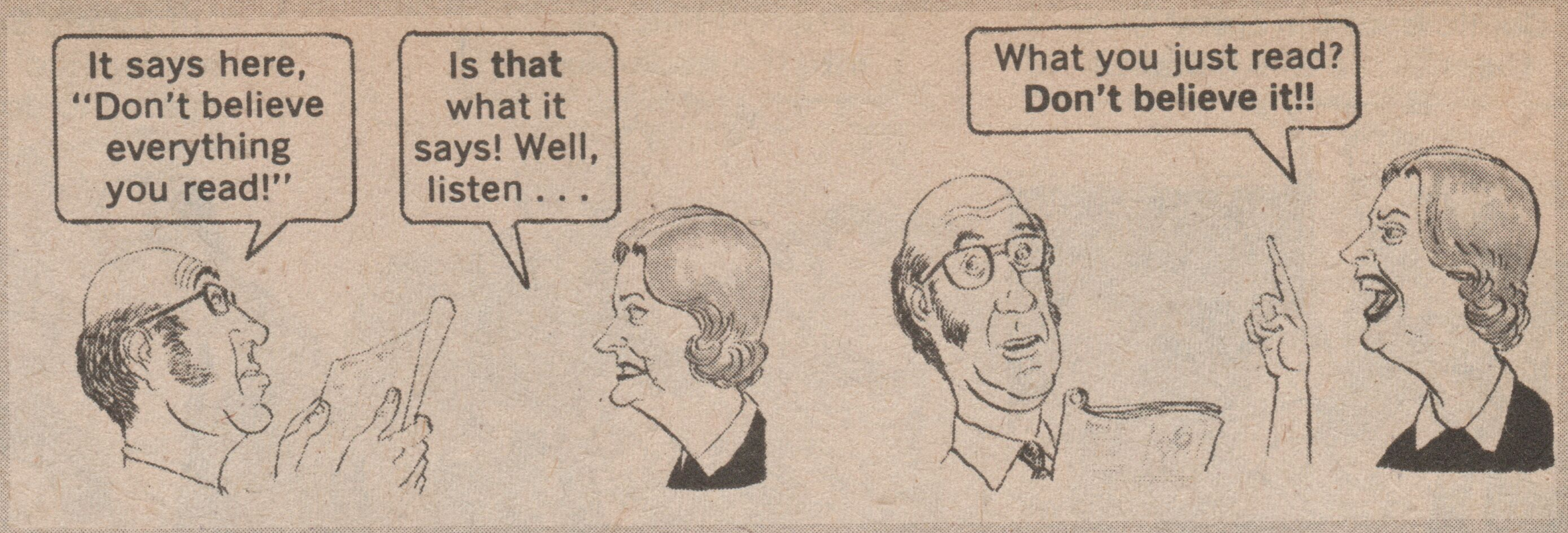
THE LIGHTER SIDE OF... READI


Throughout all of the Dark Ages, it is estimated that only about one thousand books were written!
Aa Bb Cc Dd Ee
While in our Modern Era of education and enlightenment, it is estimated that over one thousand books are published every single day!
Boy, the kids in the Dark Ages sure had a good thing!

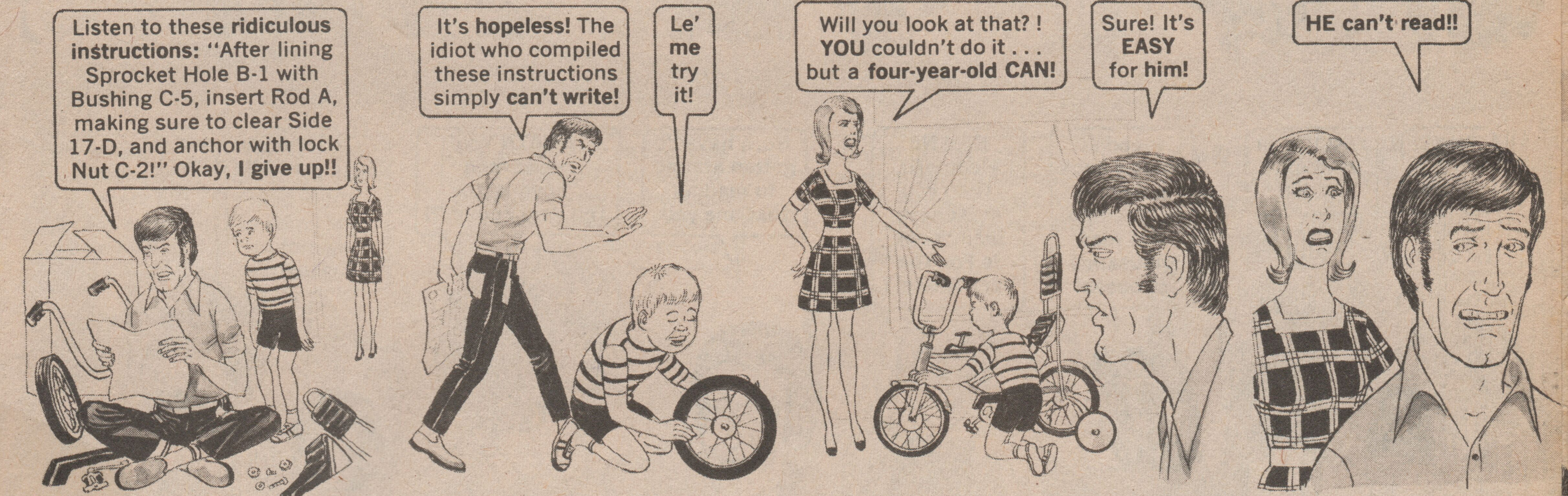

Somebody told me you're a real weirdo! All you do is read smut and pornography!
Whoever told you that is a big fat liar!
Oh, yeah?! Well, what do you call these magazines . . . Holy Bibles?
No, I call that smut and pornography!
Kinky
SEE?! THEN YOU DO READ ALL THAT DIRTY STUFF!!
I DO NOT!!
Kinky
I just look at the pictures!
Kinky

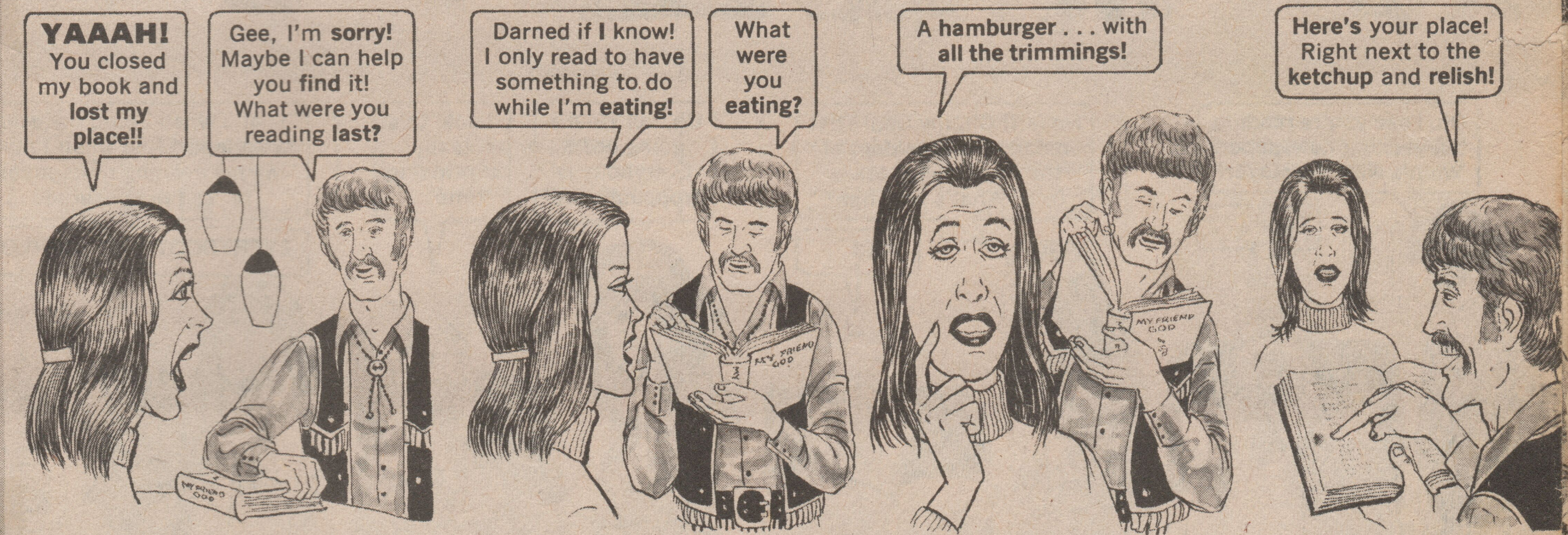

Let me show you around the house!
This is the Living Room!
. . . And this is the Dining Room!
. . . And this is the LIBRARY!!
LIFE
PLAYBOY

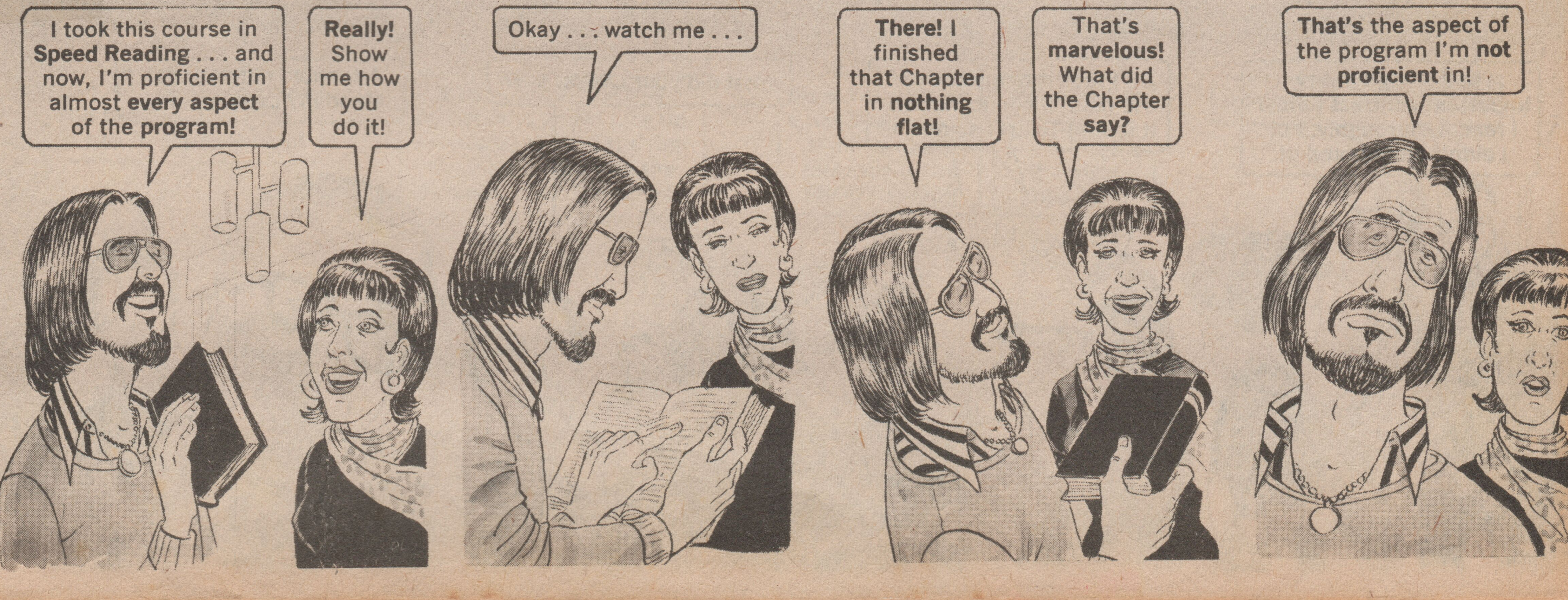
NG

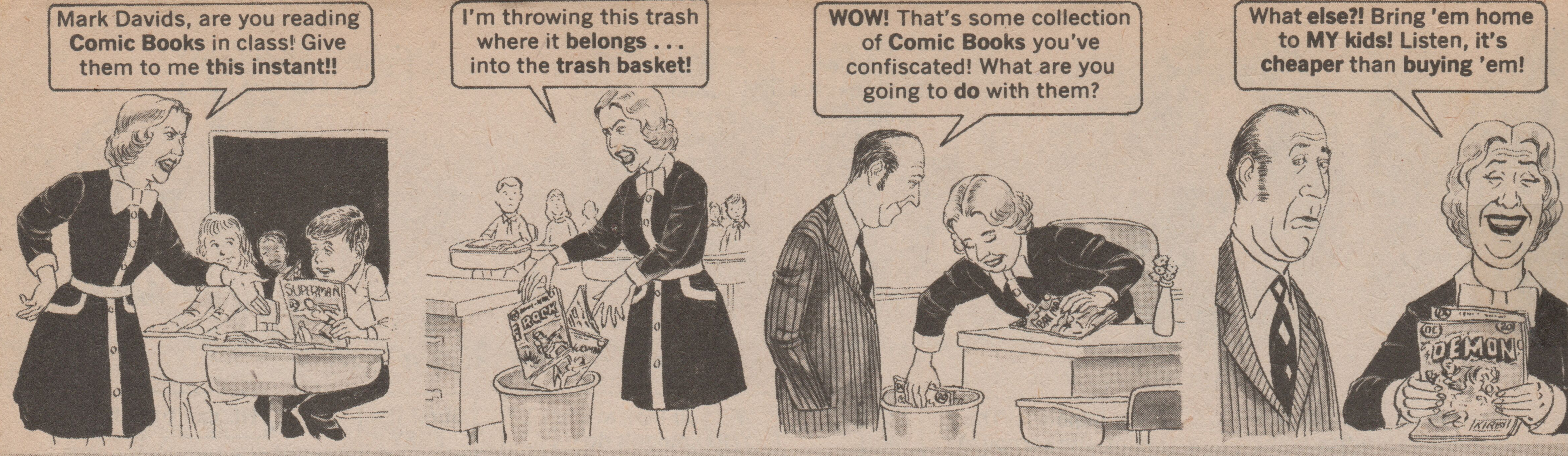

It says here, "Don't believe everything you read!"
Is that what it says! Well, listen . . .
What you just read? **Don't believe it!!**

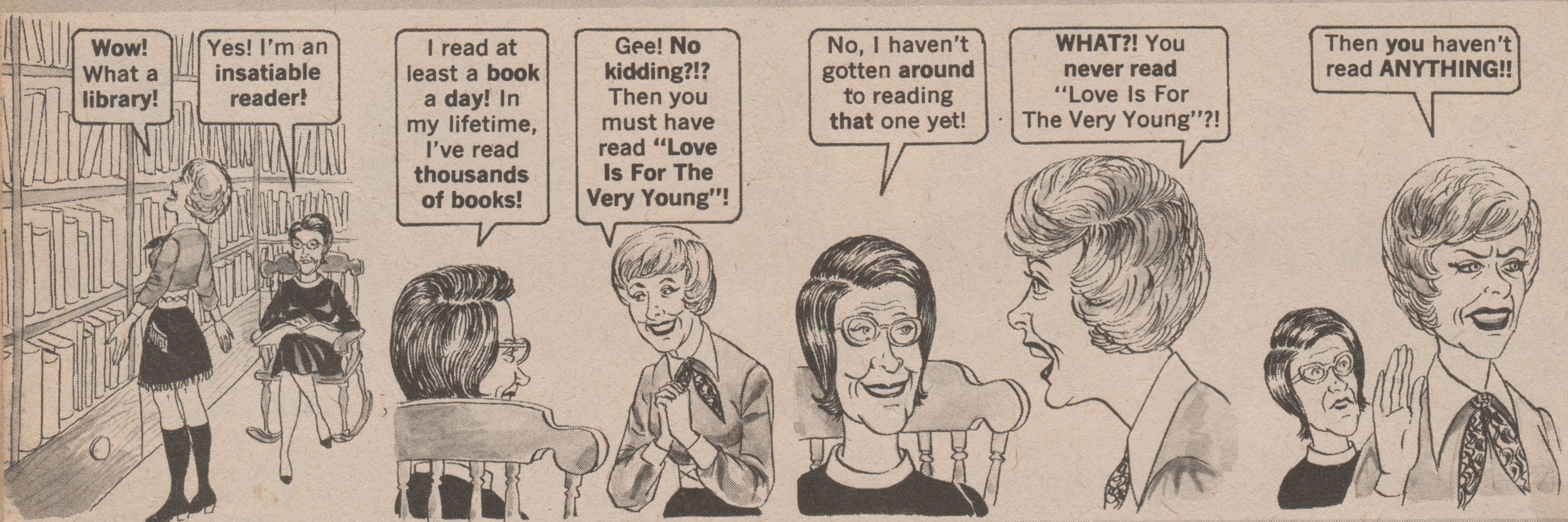
ARTIST & WRITER: DAVE BERG

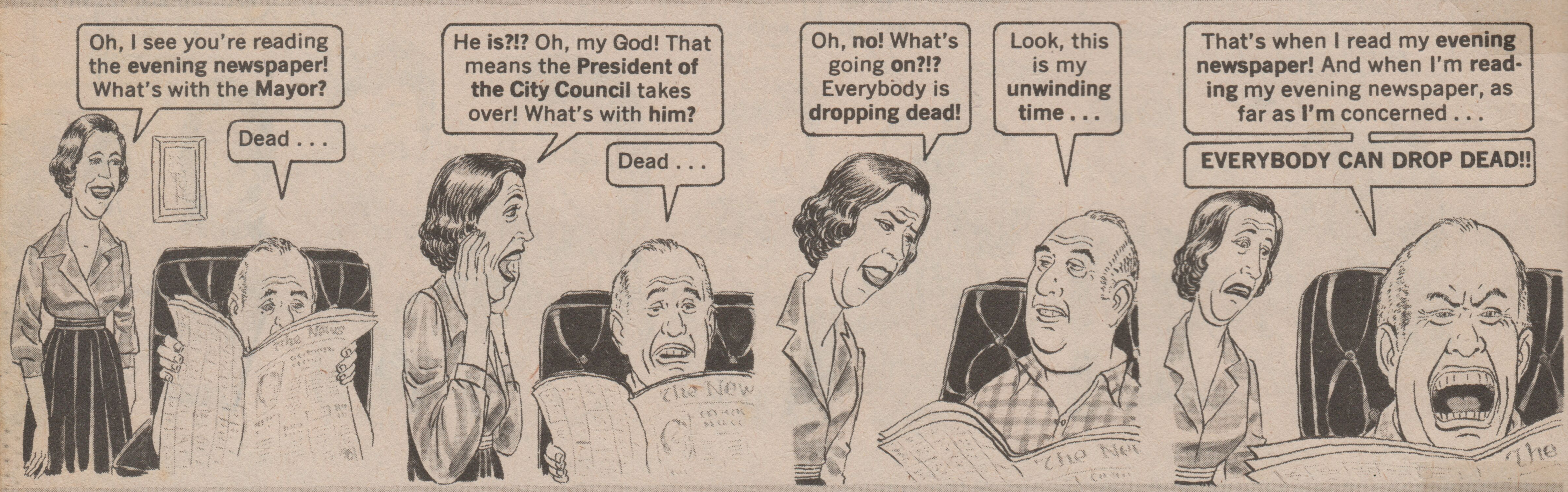

Listen to these **ridiculous instructions:** "After lining Sprocket Hole B-1 with Bushing C-5, insert Rod A, making sure to clear Side 17-D, and anchor with lock Nut C-2!" Okay, **I give up!!**
It's **hopeless!** The idiot who compiled these instructions simply **can't write!**
Le' me try it!
Will you look at that? ! **YOU** couldn't do it . . . but a **four-year-old CAN!**
Sure! It's **EASY** for him!
HE can't read!!

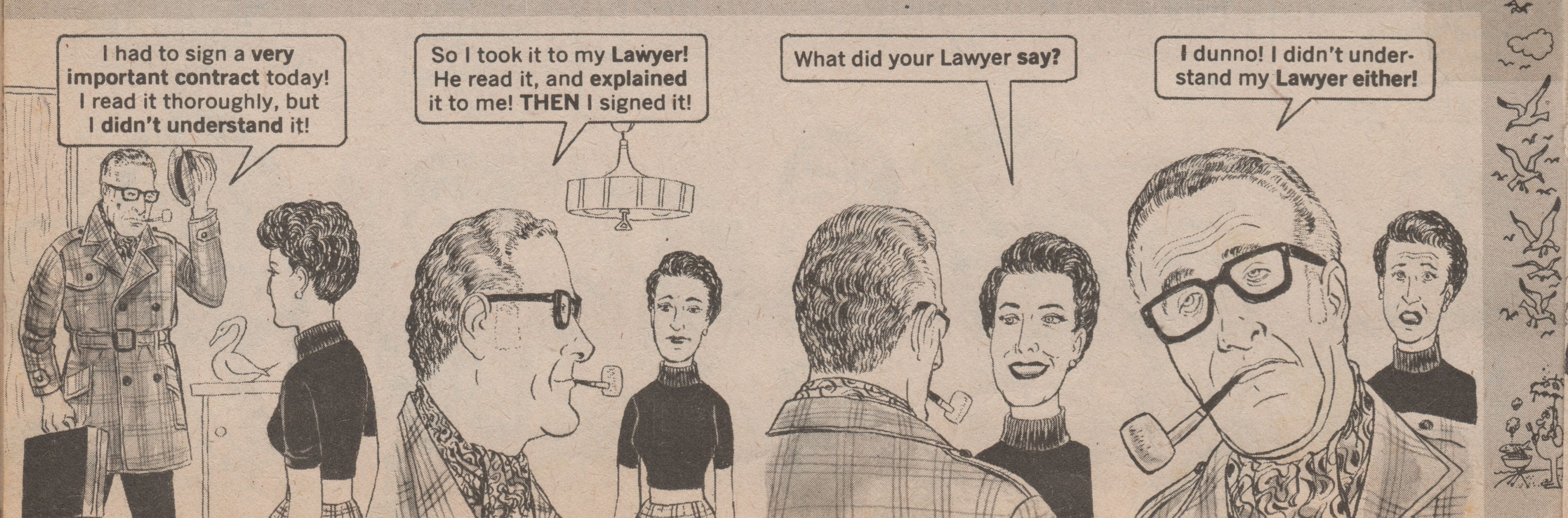

YAAAH! You closed my book and **lost my place!!**
Gee, I'm **sorry!** Maybe I can help you **find** it! What were you reading **last?**
Darned if **I** know! I only read to have something to do while I'm **eating!**
What were you **eating?**
A **hamburger** . . . with **all the trimmings!**
Here's your place! Right next to the **ketchup** and **relish!**
MY FRIEND GOD

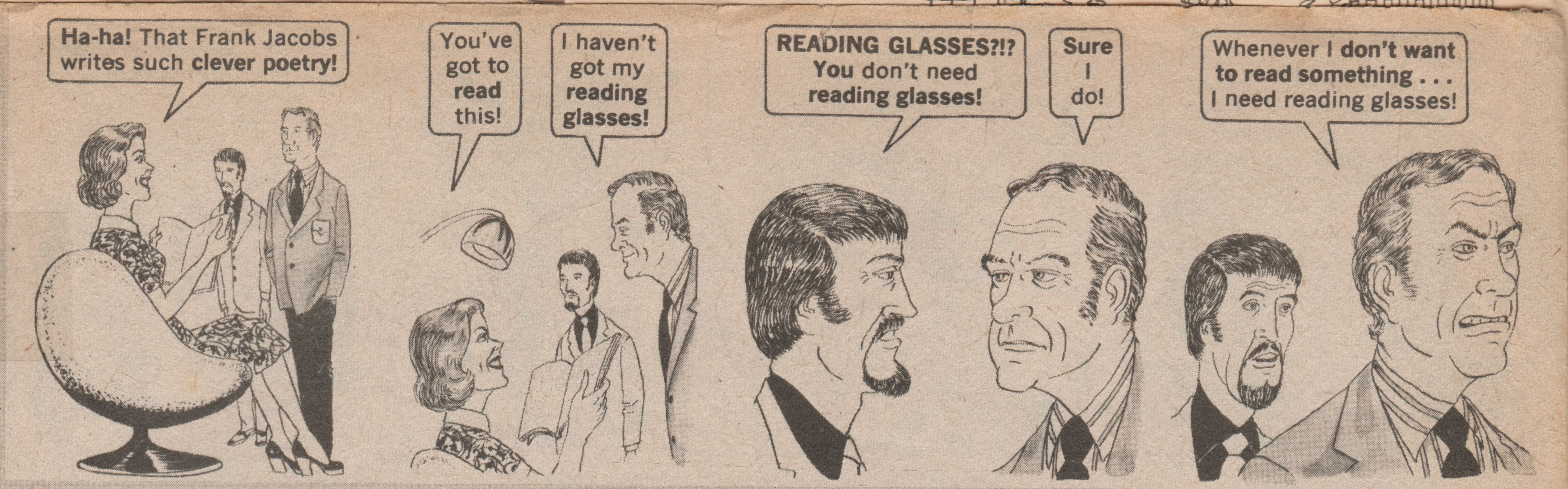

I took this course in **Speed Reading** . . . and now, I'm proficient in almost **every aspect** of the **program!**
Really! Show me how you do it!
Okay . . . watch me . . .
There! I finished that Chapter in **nothing flat!**
That's **marvelous!** What did the Chapter **say?**
That's the aspect of the program I'm **not proficient** in!

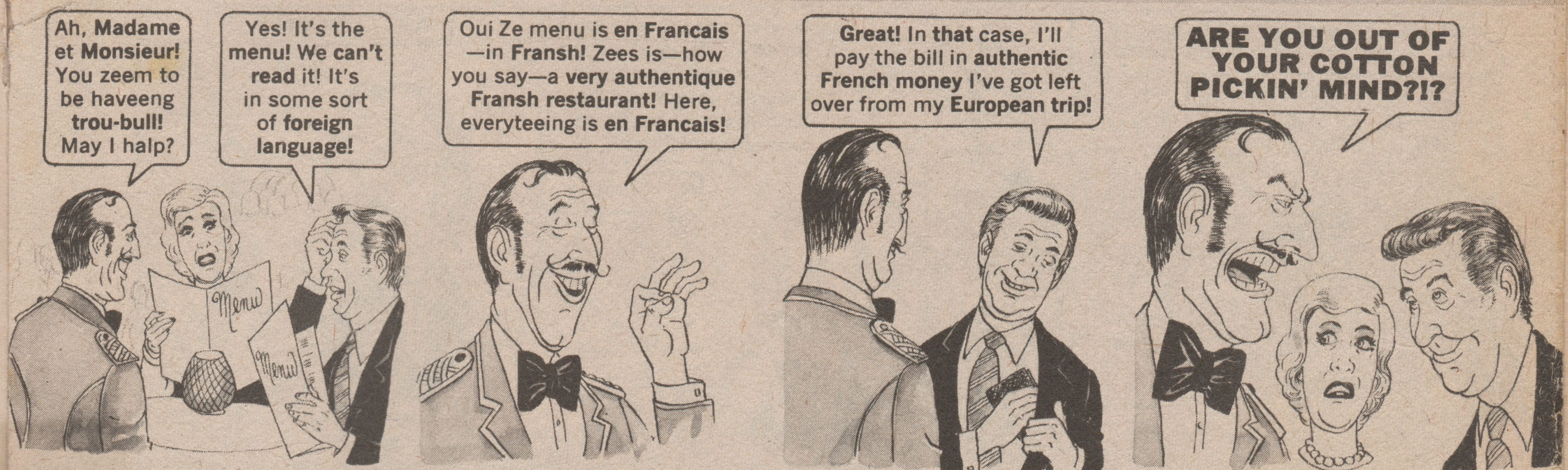

Mark Davids, are you reading **Comic Books** in class! Give them to me **this instant!!**
SUPERMAN
I'm throwing this trash where it **belongs . . .** into the **trash basket!**
WOW! That's some collection of **Comic Books** you've confiscated! What are you going to **do** with them?
What **else?!** Bring 'em home to **MY kids!** Listen, it's **cheaper** than **buying** 'em!
DC
DEMON

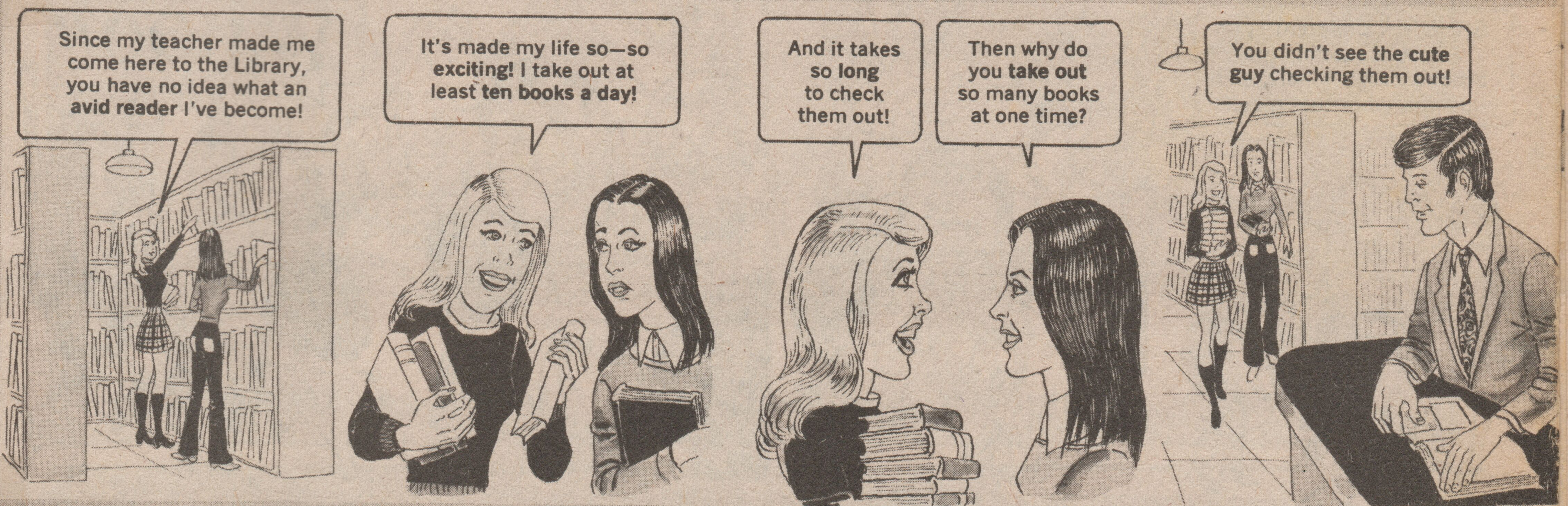

Wow! What a **library!**
Yes! I'm an **insatiable reader!**
I read at least a **book** a **day!** In my lifetime, I've read **thousands of books!**
Gee! **No kidding?!?** Then you must have read **"Love Is For The Very Young"!**
No, I haven't gotten **around** to reading **that** one yet!
WHAT?! You **never read** "Love Is For The Very Young"?!
Then **you** haven't read **ANYTHING!!**

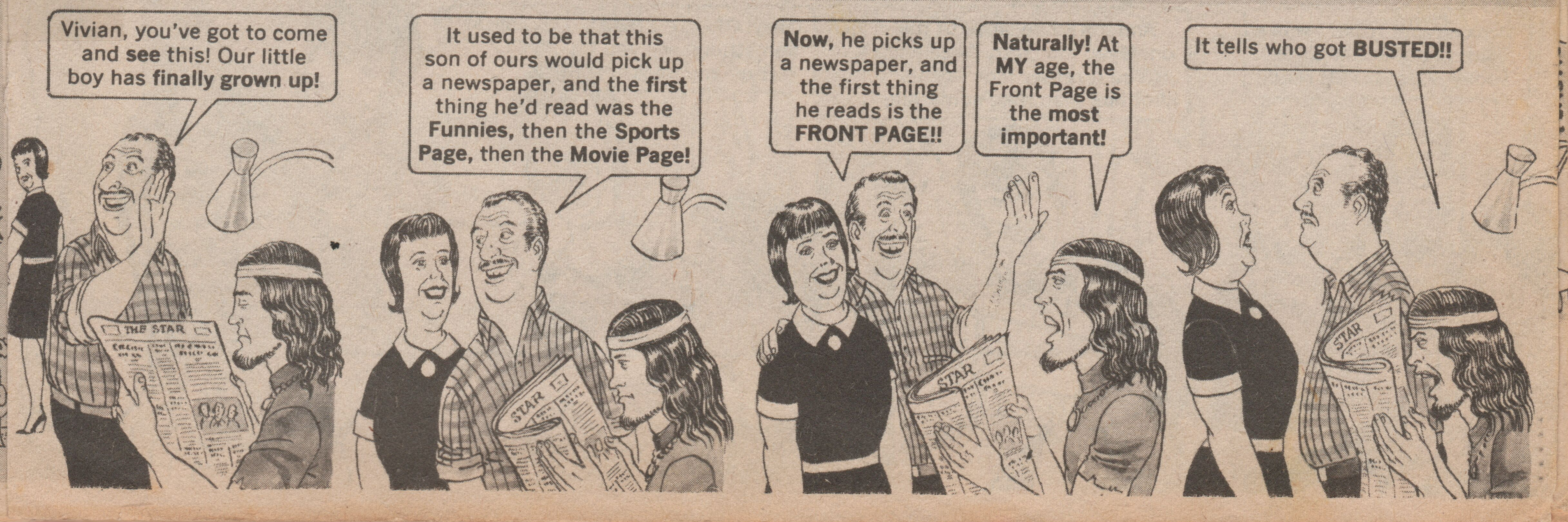

Oh, I see you're reading the **evening newspaper!** What's with the **Mayor?**
Dead . . .
He **is?!?** Oh, my God! That means the **President of the City Council** takes over! What's with **him?**
Dead . . .
Oh, **no!** What's going **on?!?** Everybody is **dropping dead!**
Look, this is my **unwinding time . . .**
That's when I read my **evening newspaper!** And when I'm **reading** my evening newspaper, as far as **I'm** concerned . . .
EVERYBODY CAN DROP DEAD!!
The News

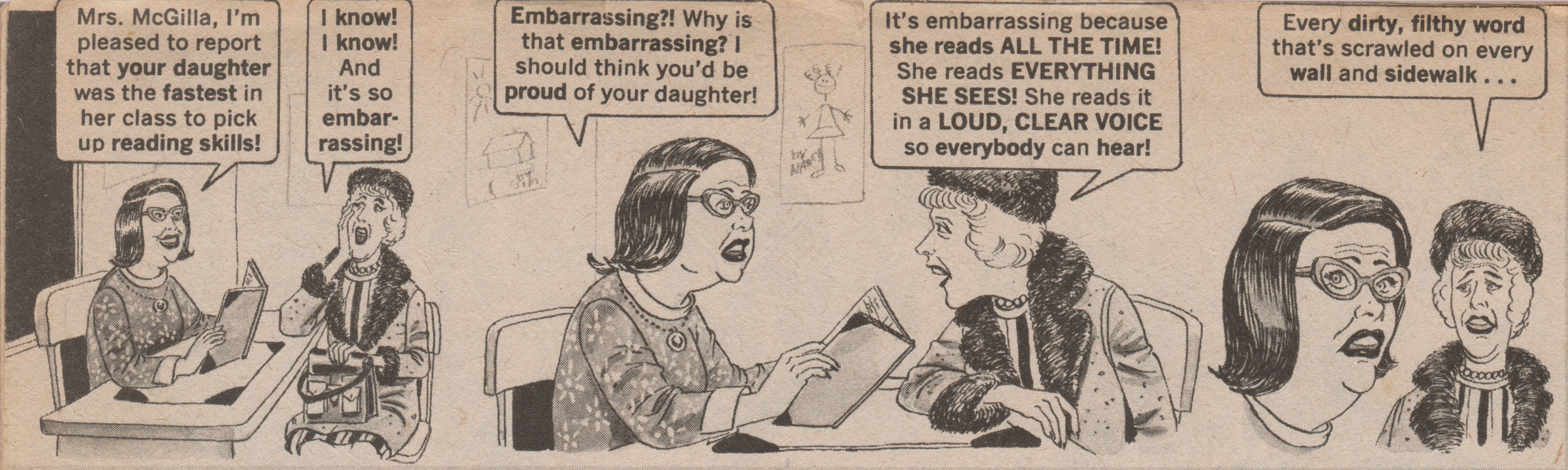

I had to sign a **very important contract** today! I read it thoroughly, but **I didn't understand it**!
So I took it to my **Lawyer!** He read it, and **explained** it to me! **THEN** I signed it!
What did your Lawyer **say?**
I dunno! I didn't understand my **Lawyer either!**

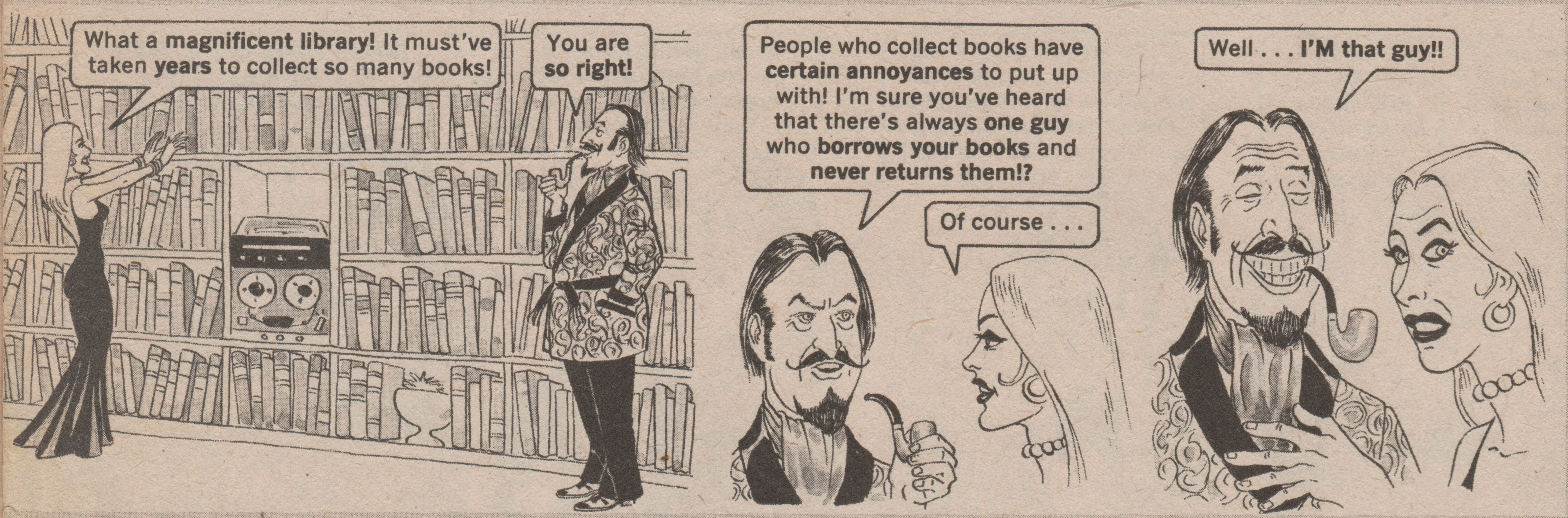

Ha-ha! That Frank Jacobs writes such clever poetry!
You've got to read this!
I haven't got my reading glasses!
READING GLASSES?!? You don't need reading glasses!
Sure I do!
Whenever I don't want to read something . . . I need reading glasses!

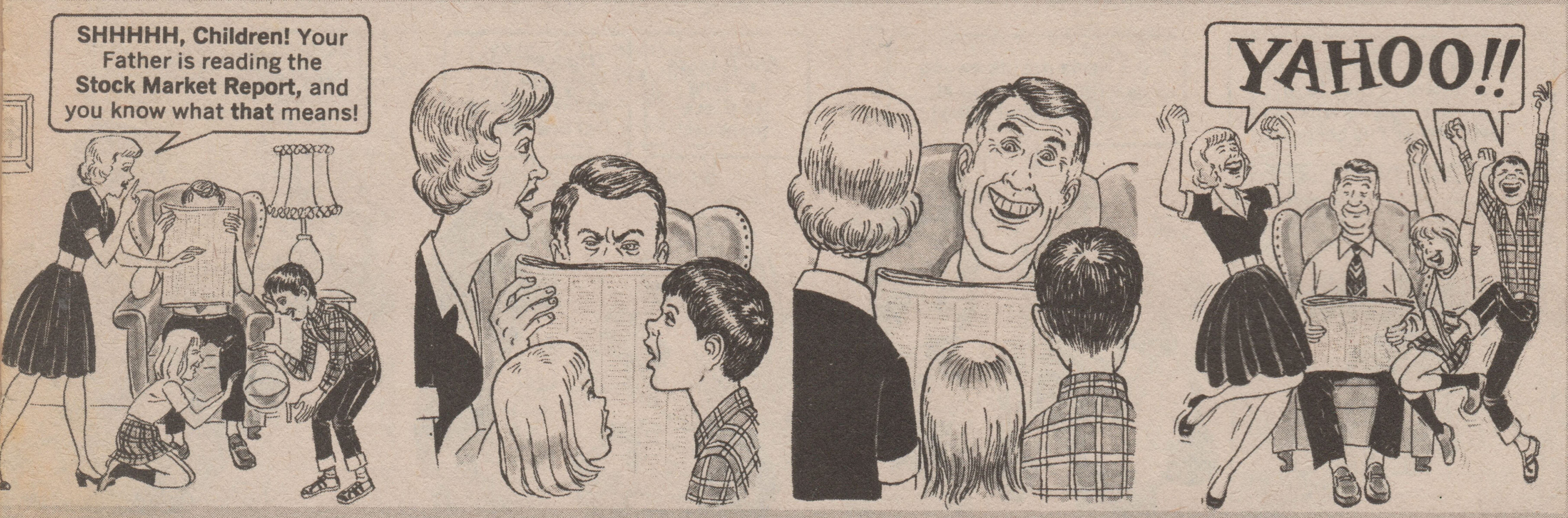

Ah, Madame et Monsieur! You zeem to be haveeng trou-bull! May I halp?
Yes! It's the menu! We can't read it! It's in some sort of foreign language!
Menu
Menu
Oui Ze menu is en Francais —in Fransh! Zees is—how you say—a very authentique Fransh restaurant! Here, everyteeing is en Francais!
Great! In that case, I'll pay the bill in authentic French money I've got left over from my European trip!
ARE YOU OUT OF YOUR COTTON PICKIN' MIND?!?

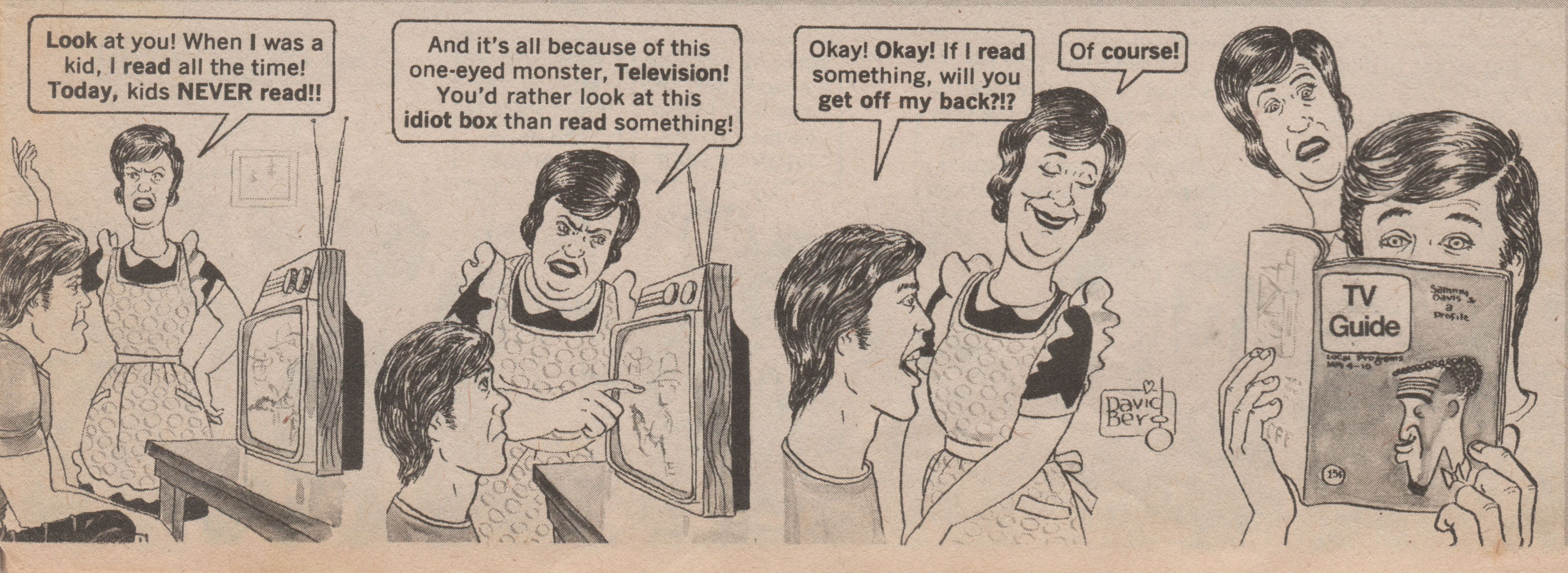

Since my teacher made me come here to the Library, you have no idea what an avid reader I've become!
It's made my life so—so exciting! I take out at least ten books a day!
And it takes so long to check them out!
Then why do you take out so many books at one time?
You didn't see the cute guy checking them out!


Vivian, you've got to come and see this! Our little boy has finally grown up!
THE STAR
It used to be that this son of ours would pick up a newspaper, and the first thing he'd read was the Funnies, then the Sports Page, then the Movie Page!
STAR
Now, he picks up a newspaper, and the first thing he reads is the FRONT PAGE!!
Naturally! At MY age, the Front Page is the most important!
STAR
It tells who got BUSTED!!
STAR

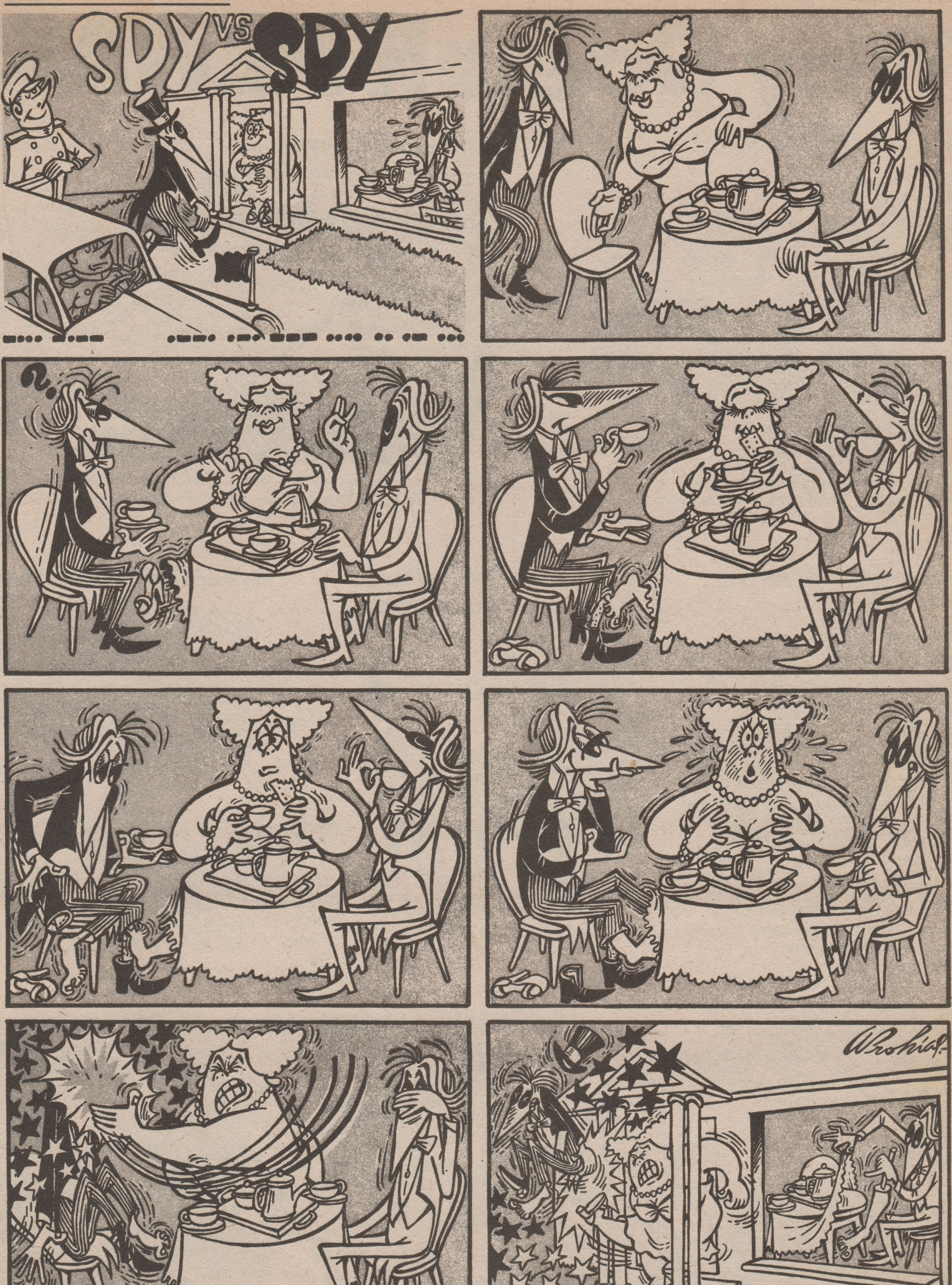

Mrs. McGilla, I'm pleased to report that **your daughter** was the **fastest** in her class to pick up **reading skills!**
I know! I know! And it's so **embarrassing!**
Embarrassing?! Why is that **embarrassing?** I should think you'd be **proud** of your daughter!
It's embarrassing because **she reads ALL THE TIME!** She reads **EVERYTHING SHE SEES!** She reads it in a **LOUD, CLEAR VOICE** so **everybody** can hear!
Every **dirty, filthy word** that's scrawled on every **wall and sidewalk . . .**

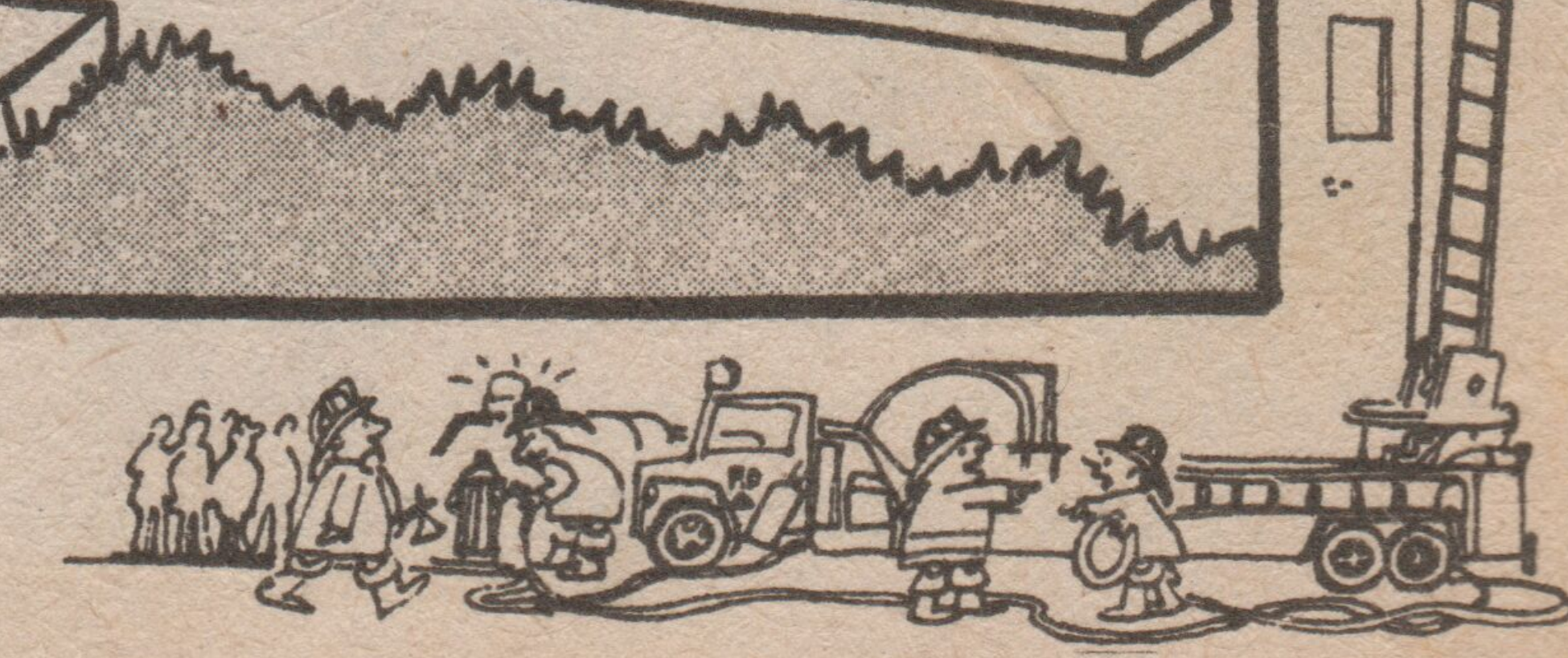

What a **magnificent library!** It must've taken **years** to collect so many books!
You are **so right!**
People who collect books have **certain annoyances** to put up with! I'm sure you've heard that there's always **one guy** who **borrows your books** and **never returns them!?**
Of course . . .
Well . . . **I'M that guy!!**


SHHHHH, Children! Your Father is reading the **Stock Market Report,** and you know what **that** means!
YAHOO!!


Look at you! When **I** was a kid, I **read** all the time! **Today,** kids **NEVER read!!**
And it's all because of this one-eyed monster, **Television!** You'd rather look at this **idiot box** than **read** something!
Okay! **Okay!** If I **read** something, will you **get off my back?!?**
Of **course!**
David Berg
TV Guide
Sammy Davis Jr. a Profile
Local Programs MAY 4-10
15¢

JOKE AND DAGGER DEPT.

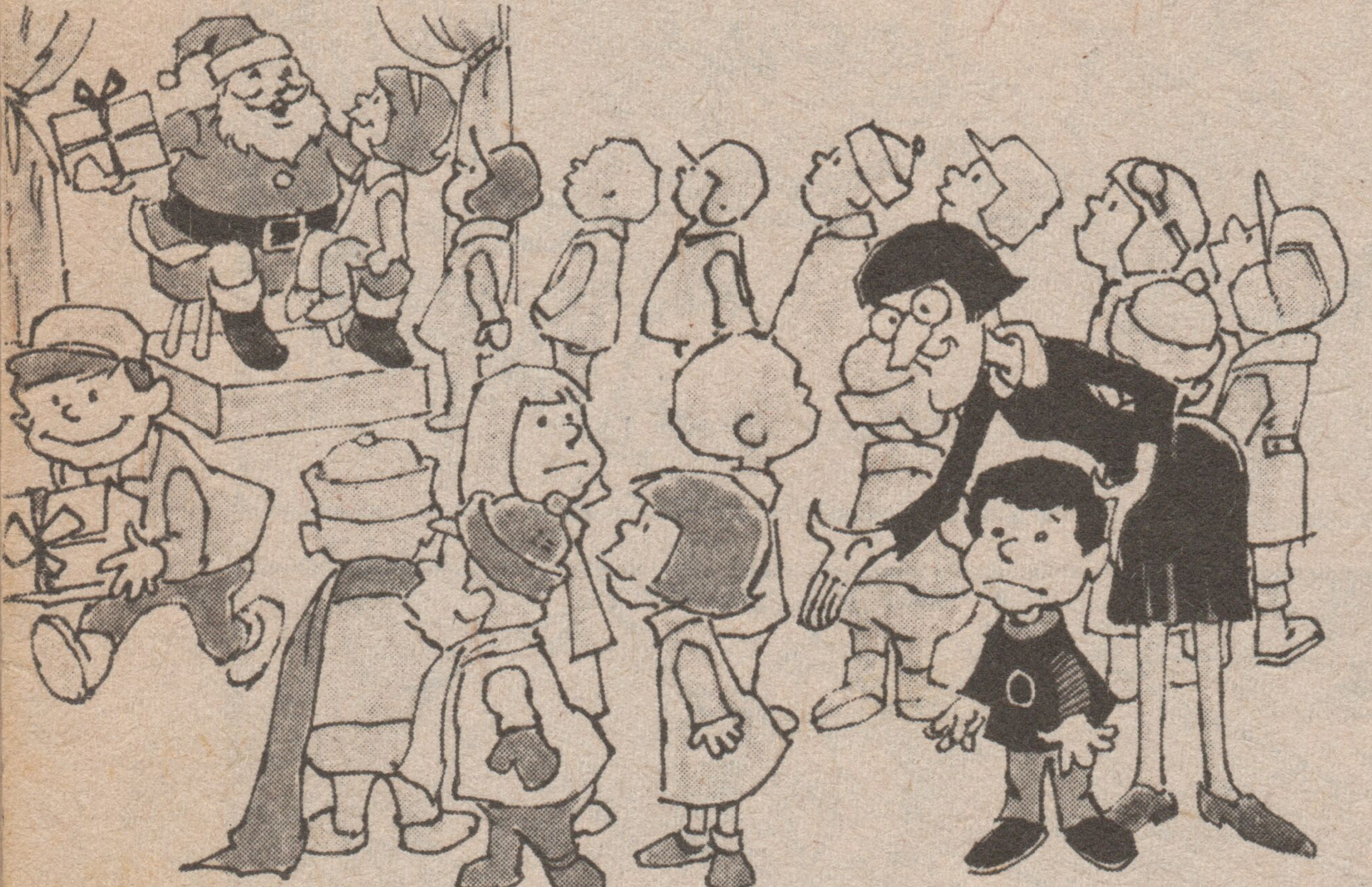

SPY vs SPY
Prohias



FATE-A-COMPLI DEPT.

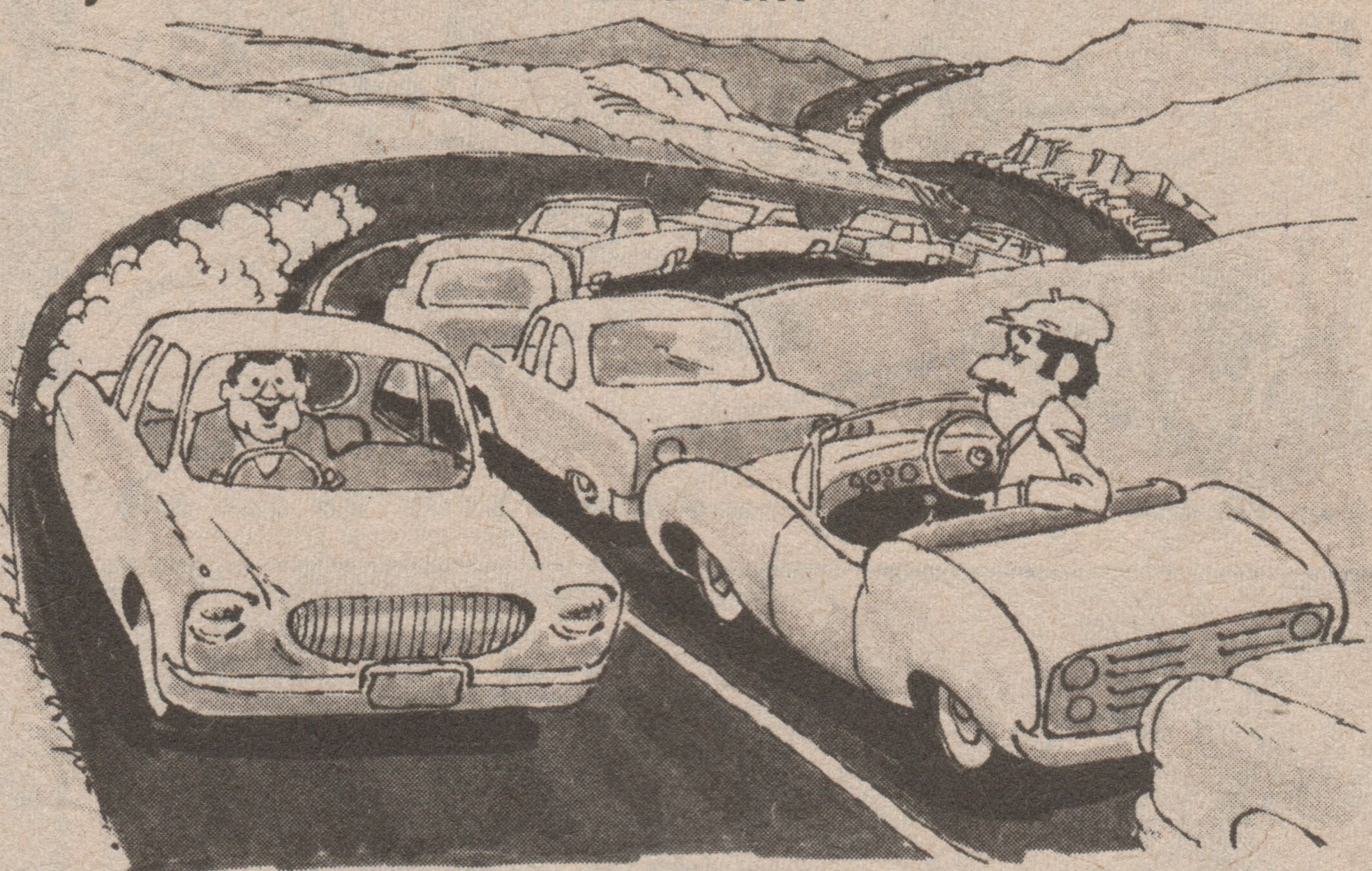
Why Does It ALWAYS

Why Does It ALWAYS HAPPEN That...



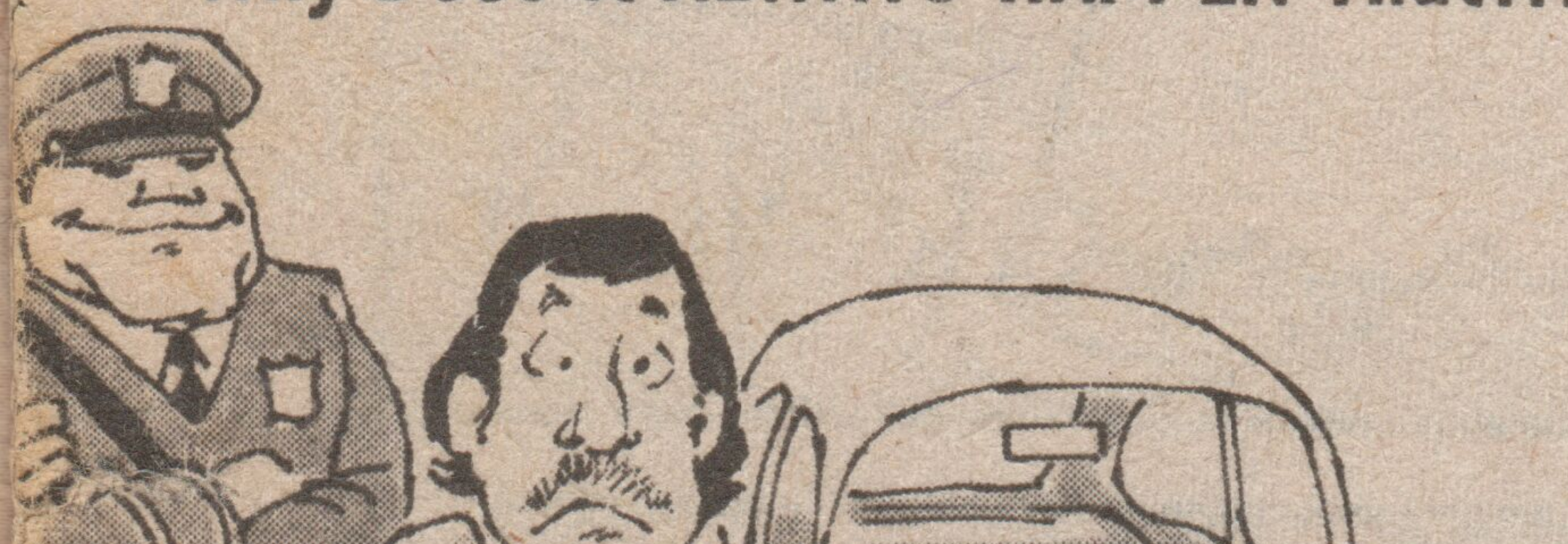
. . . you're forever being told to line up in alphabetical order . . . and your name is Zybisko?

Why Does It ALWAYS HAPPEN That...



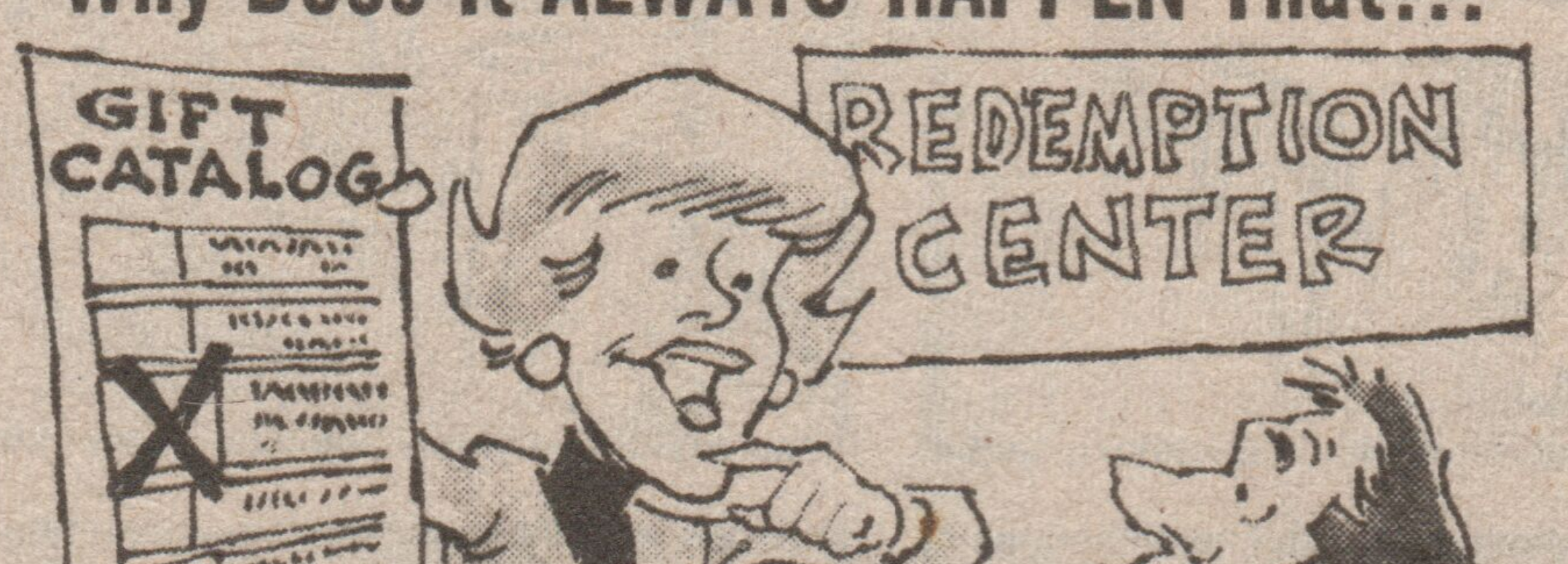
. . . no matter which direction you're driving on the freeway, it's the traffic going the other way that's flowing smoothly?

Why Does It ALWAYS HAPPEN That...



. . . every time you're lucky enough to find a parking space, you can't find any change for the meter?

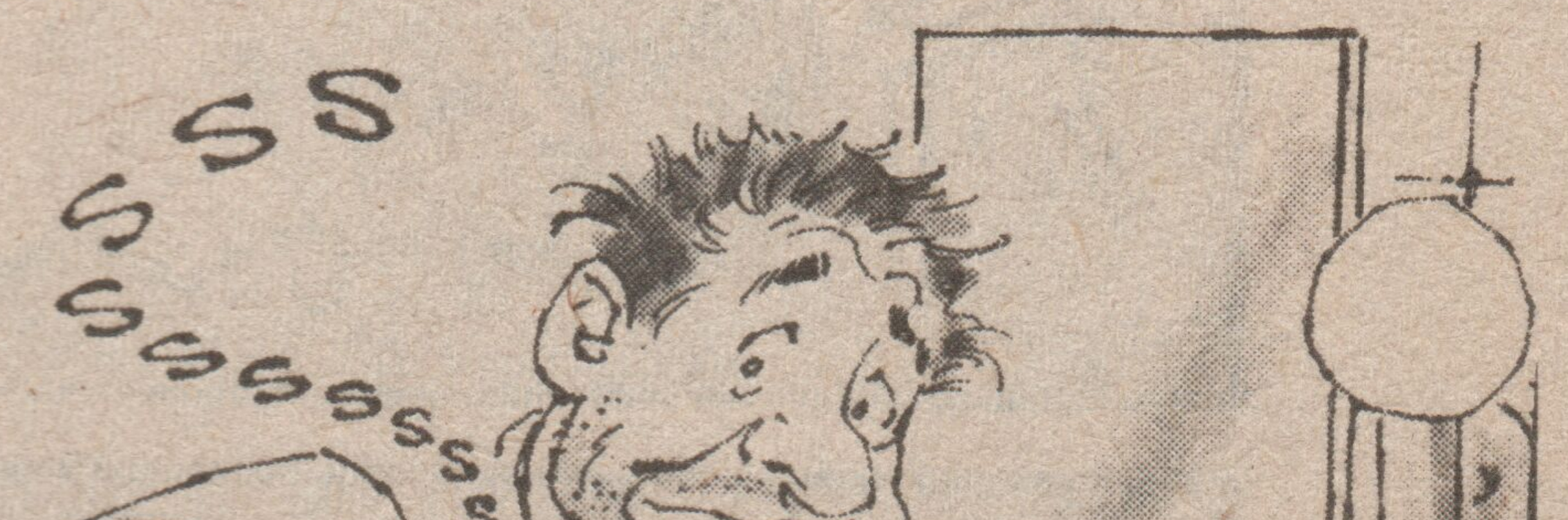
Why Does It ALWAYS HAPPEN That...



GIFT CATALOG
REDEMPTION CENTER

. . . by the time you save up enough trading stamps to get what you wanted, the item has been discontinued.

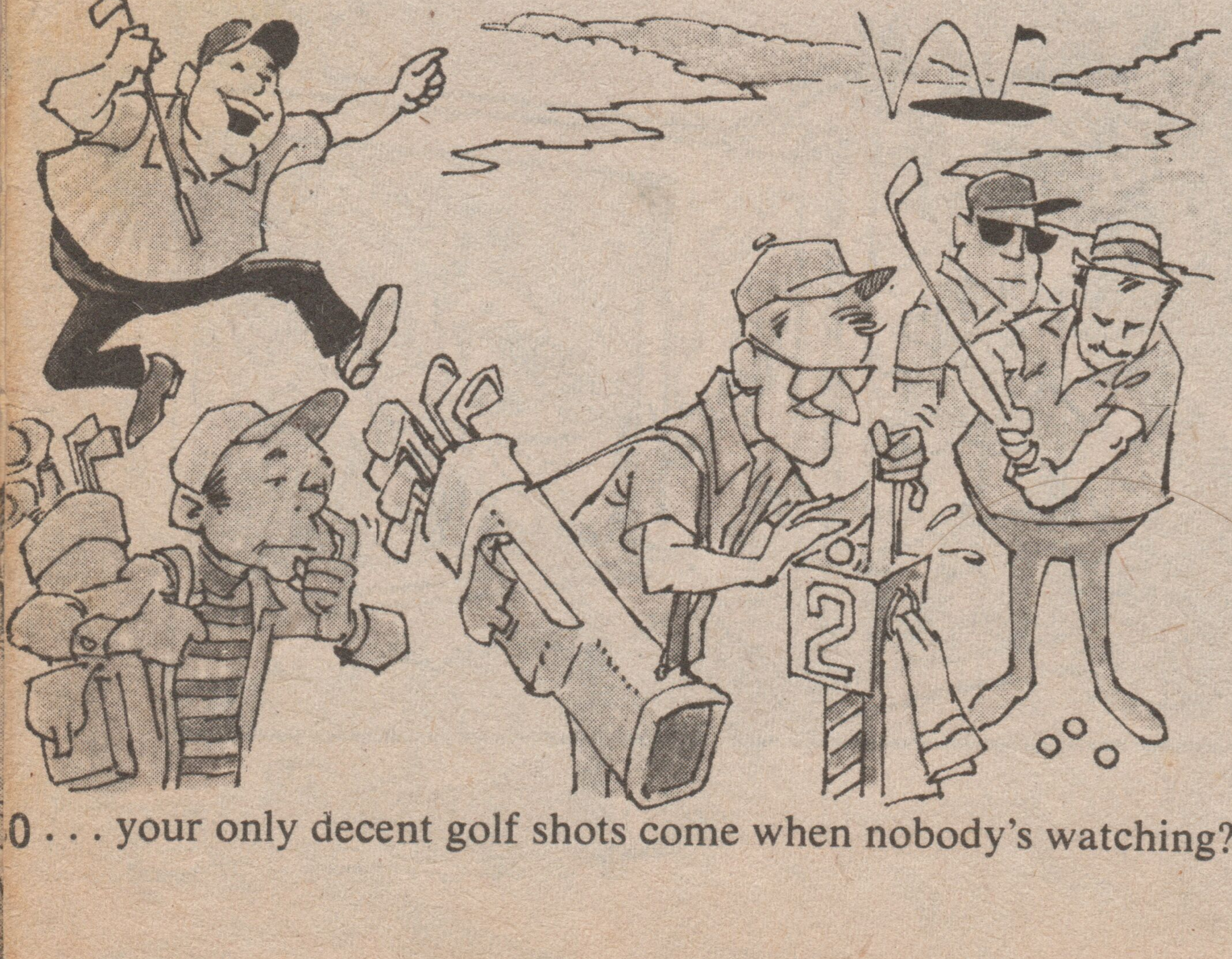
Why Does It ALWAYS HAPPEN That...



SSS
SSSSSSSSSS
RAZOR BLADES

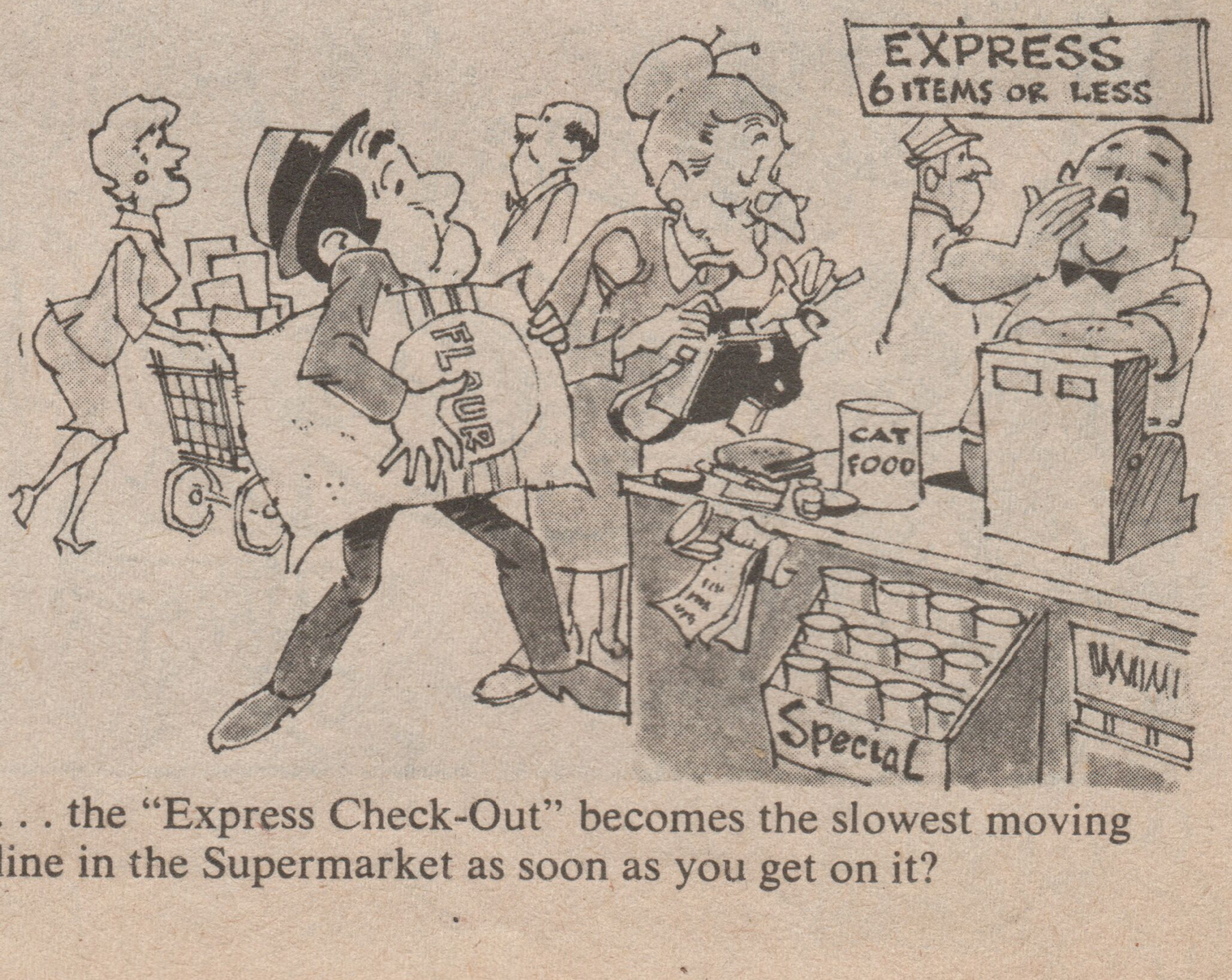
. . . when you finally remember to buy razor blades, you immediately run out of your shaving cream.

Why Does It ALWAYS HAPPEN That...



. . . your only decent golf shots come when nobody's watching?

Why Does It ALWAYS HAPPEN That...



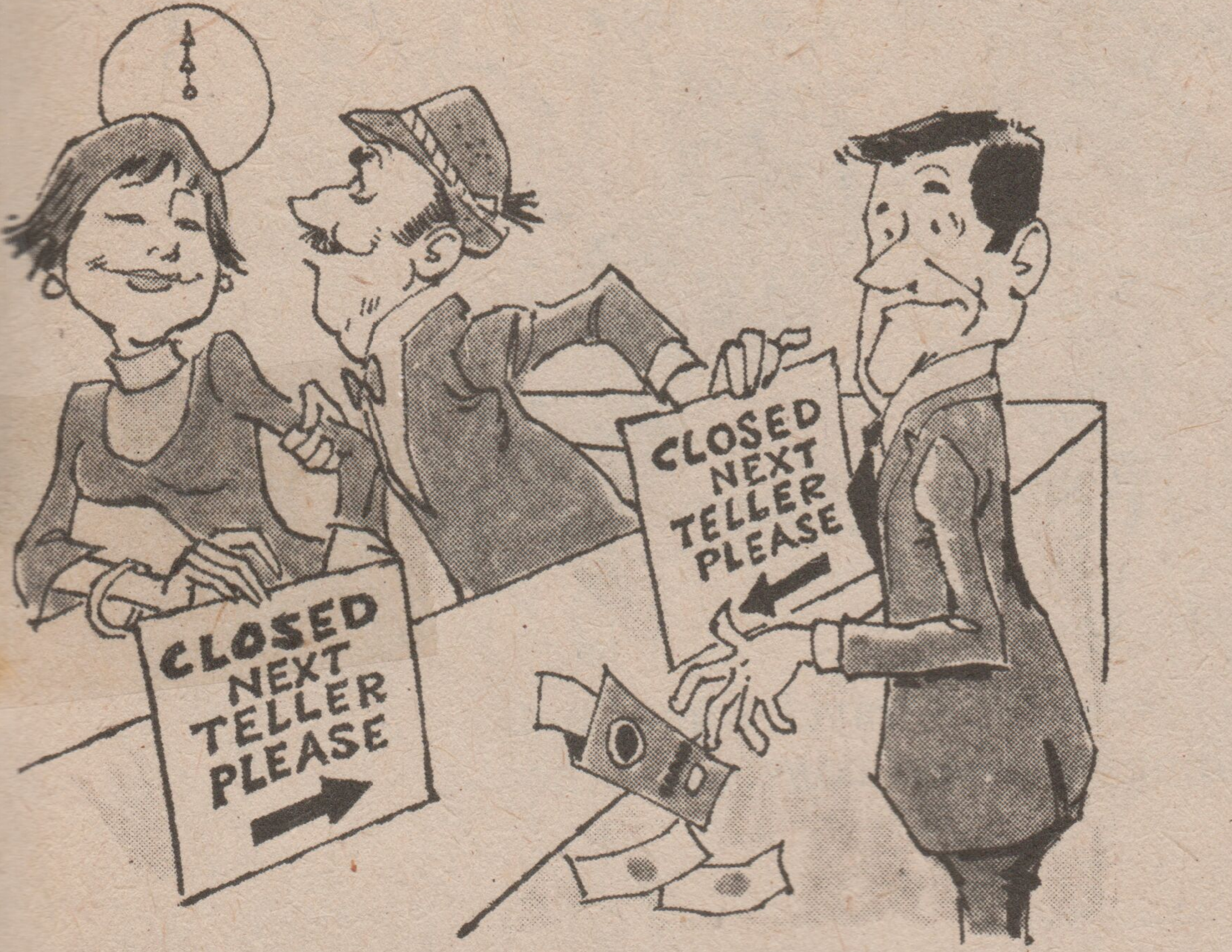
EXPRESS
6 ITEMS OR LESS
FLOUR
CAT FOOD
Special

. . . the "Express Check-Out" becomes the slowest moving line in the Supermarket as soon as you get on it?

HAPPEN THAT...

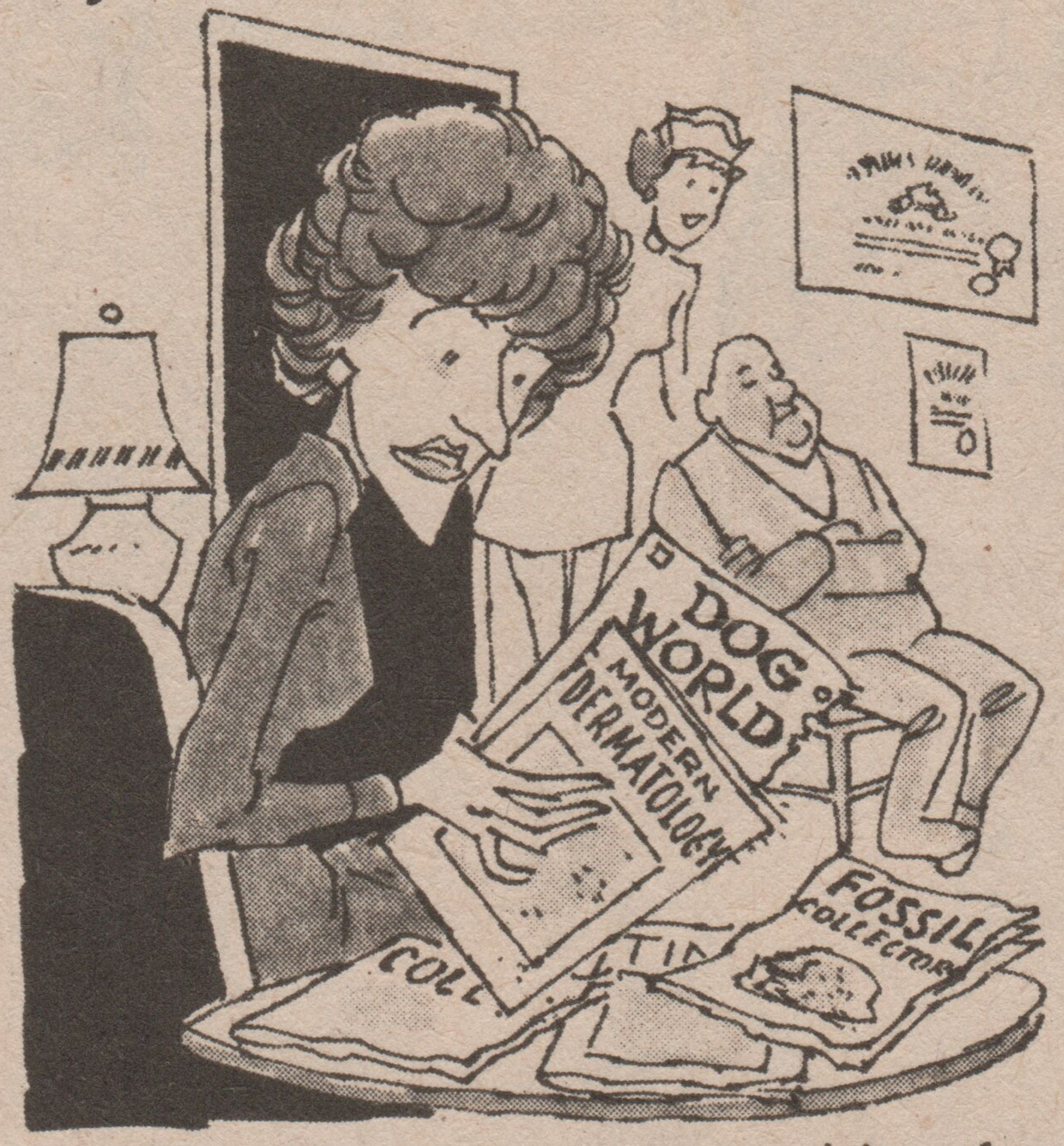
ARTIST: JACK RICKARD
WRITER: TOM KOCH

Why Does It ALWAYS HAPPEN That...


CLOSED NEXT TELLER PLEASE
CLOSED NEXT TELLER PLEASE

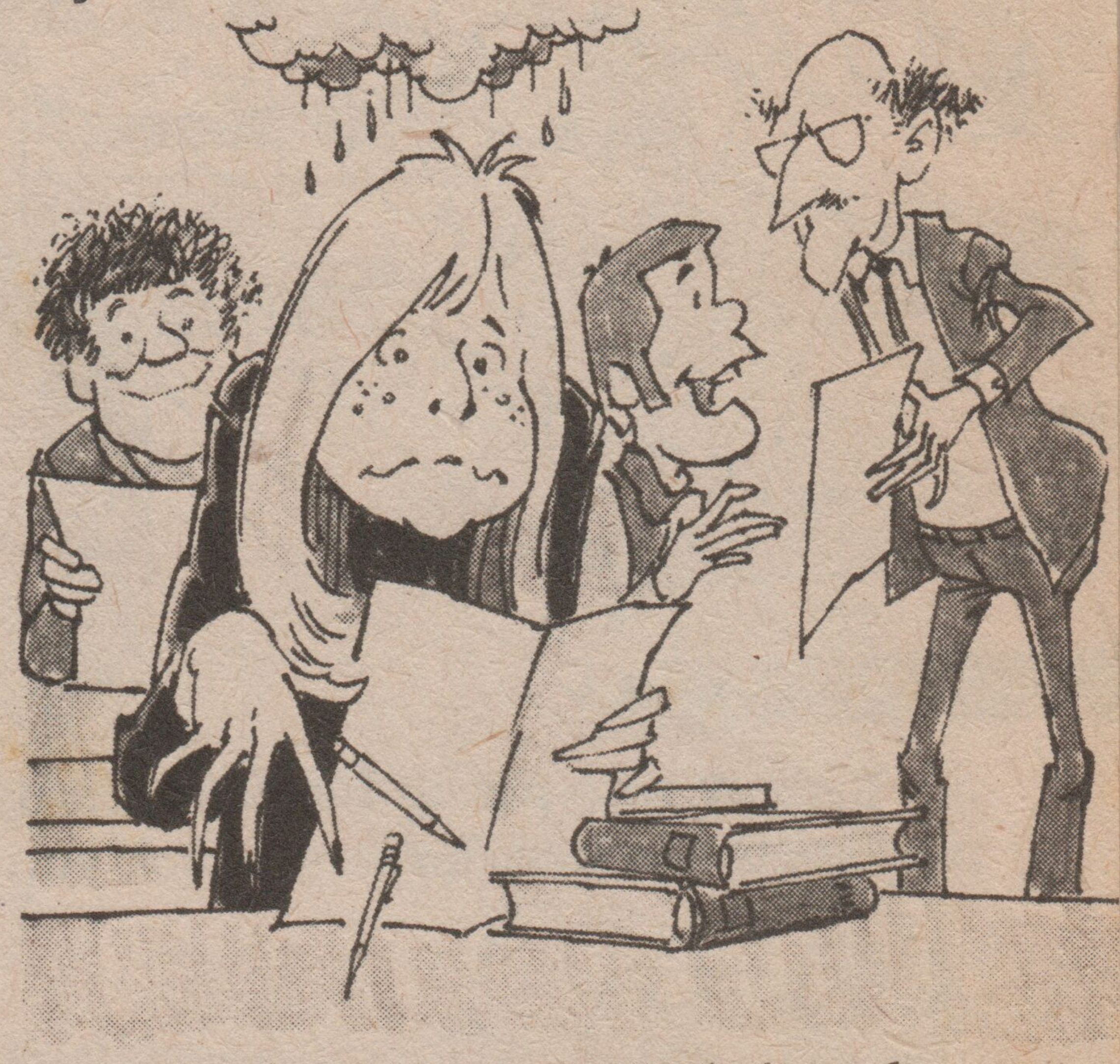
. . . Bank Tellers conspire to wait until you're next in line, and then all go out to lunch?

Why Does It ALWAYS HAPPEN That...


DOG WORLD
MODERN DERMATOLOGY
FOSSIL COLLECTOR

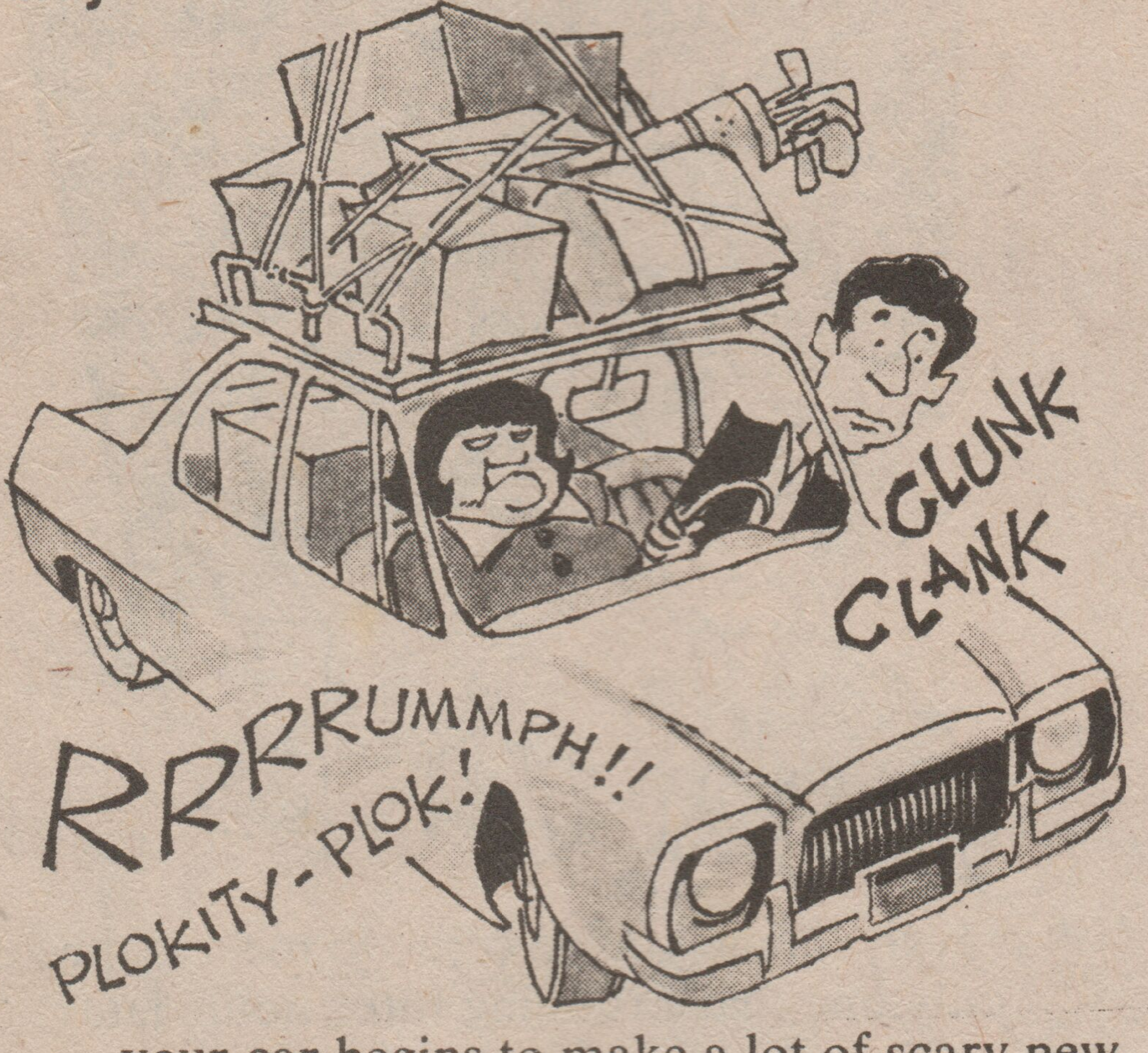
. . . Doctors who keep you waiting the longest have the dullest magazines?

Why Does It ALWAYS HAPPEN That...



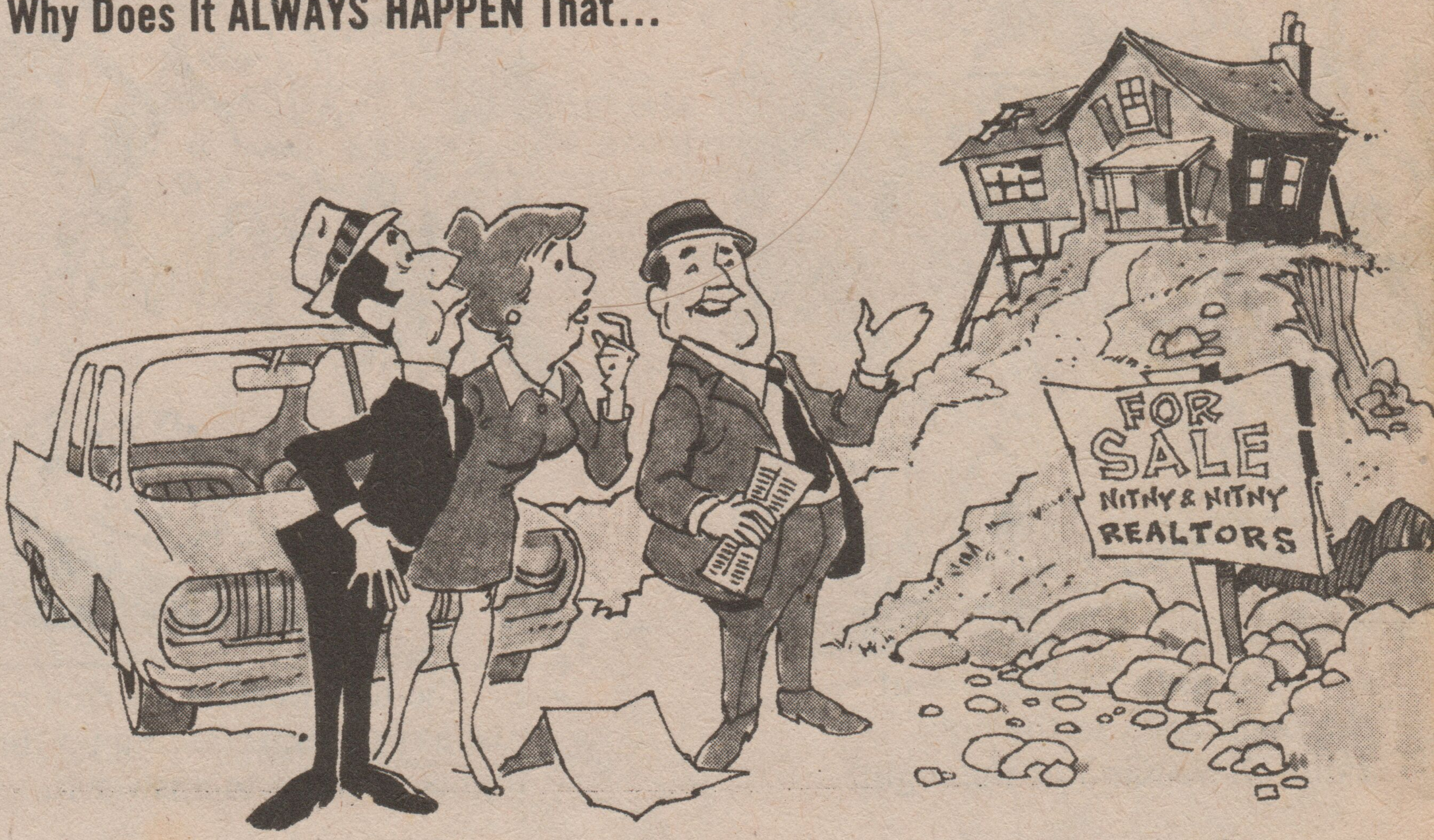
. . . the whole Final Exam is based on the only lecture you missed?

Why Does It ALWAYS HAPPEN That...


RRRRUMMPH!!
PLOKITY-PLOK!
CLUNK
CLANK

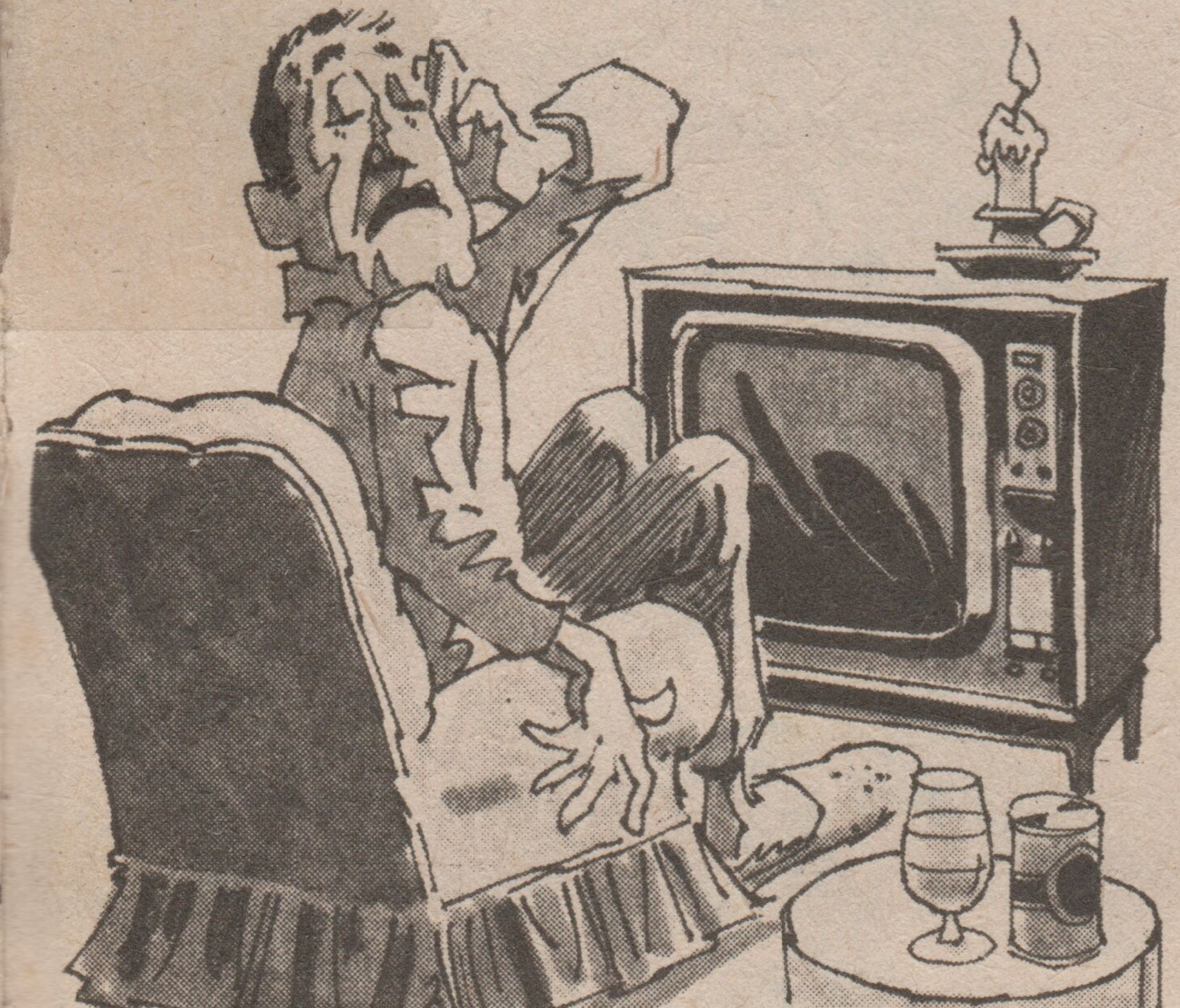
. . . your car begins to make a lot of scary new noises just as you're starting out on a vacation?

Why Does It ALWAYS HAPPEN That...


FOR SALE
NITNY & NITNY
REALTORS

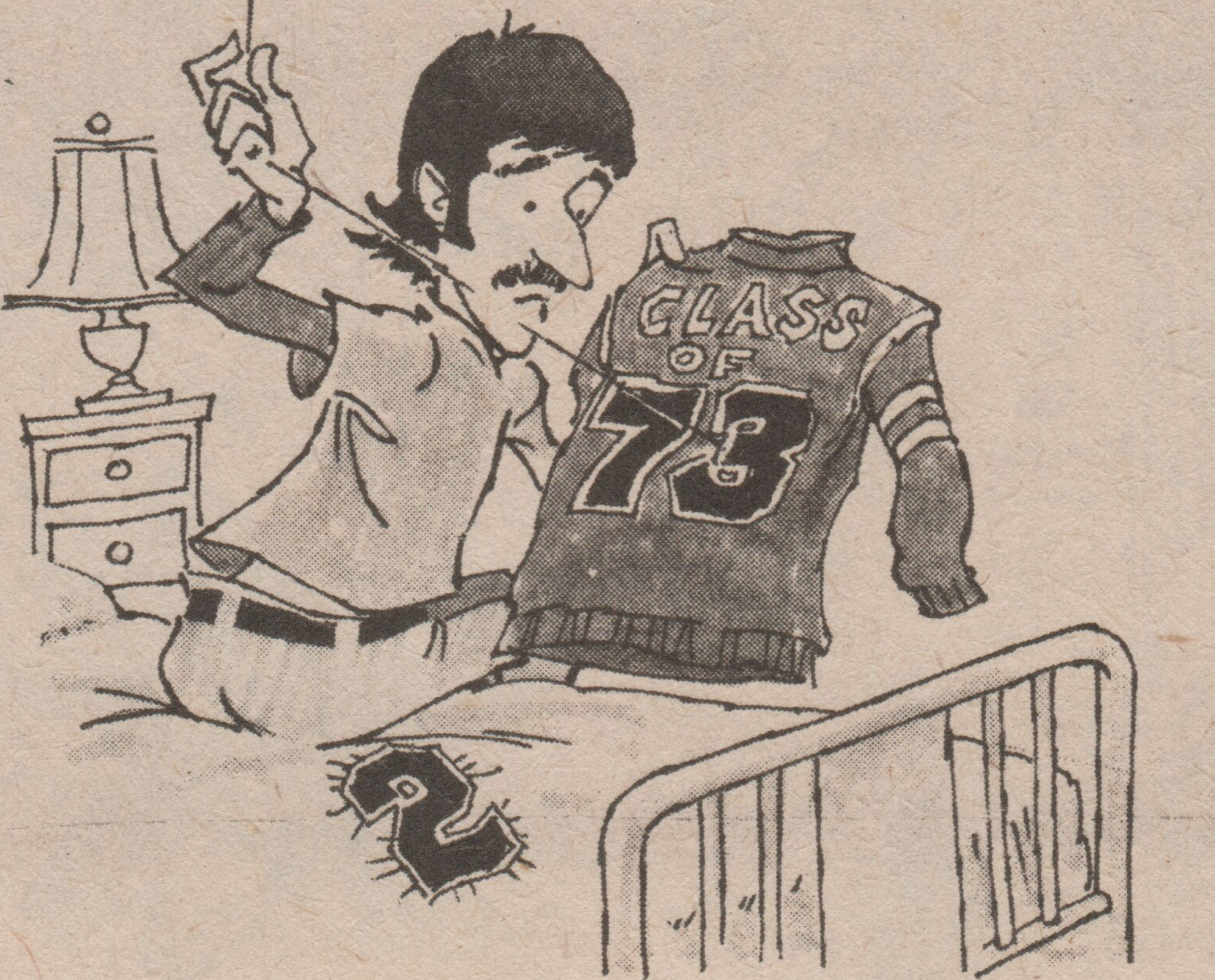
. . . the best looking Real Estate ads are for the worst-looking houses?

Why Does It ALWAYS HAPPEN That...



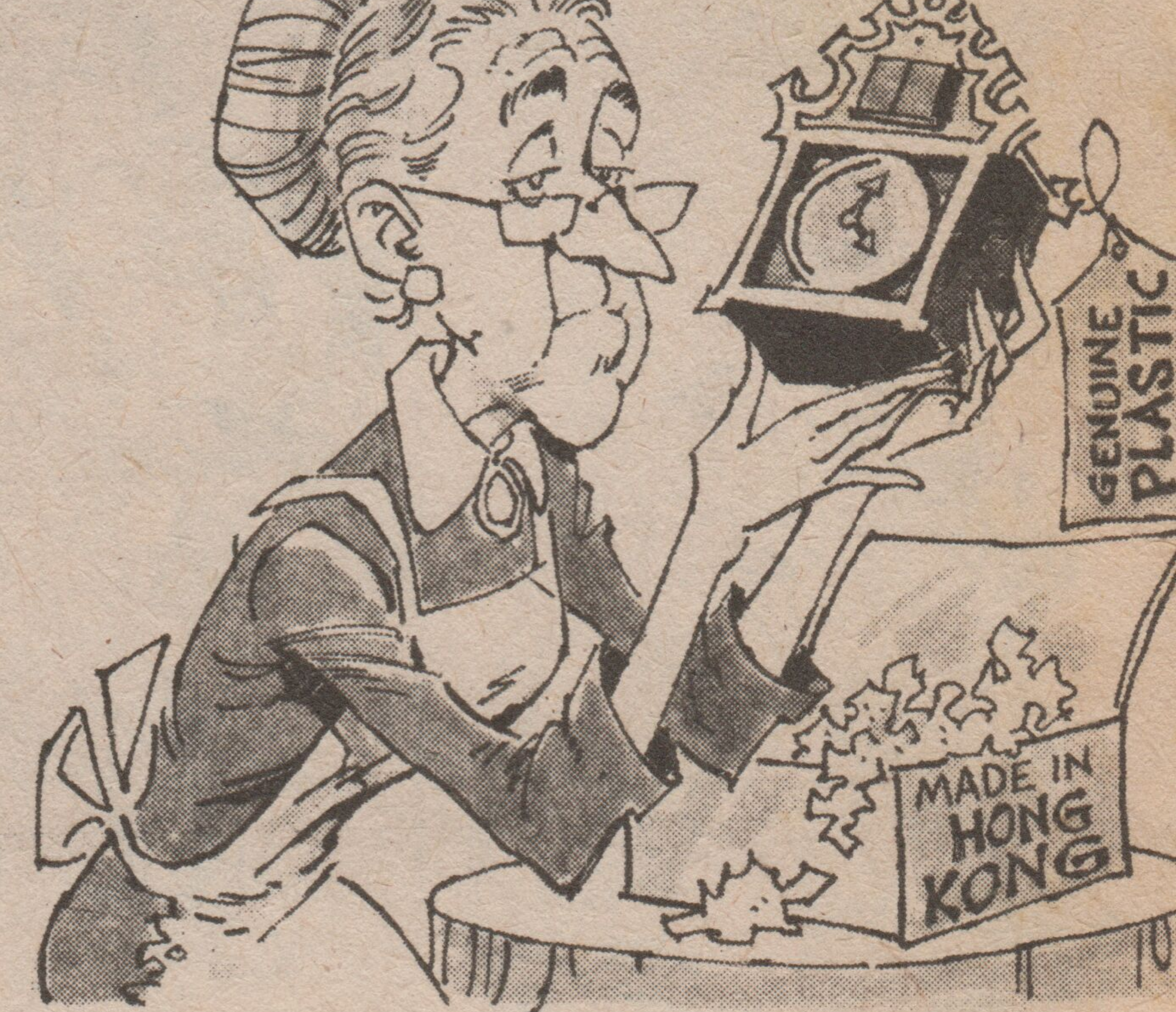
. . . some nitwit blows out all the fuses just as the Super Bowl game is starting?

Why Does It ALWAYS HAPPEN That...


CLASS OF 73
2

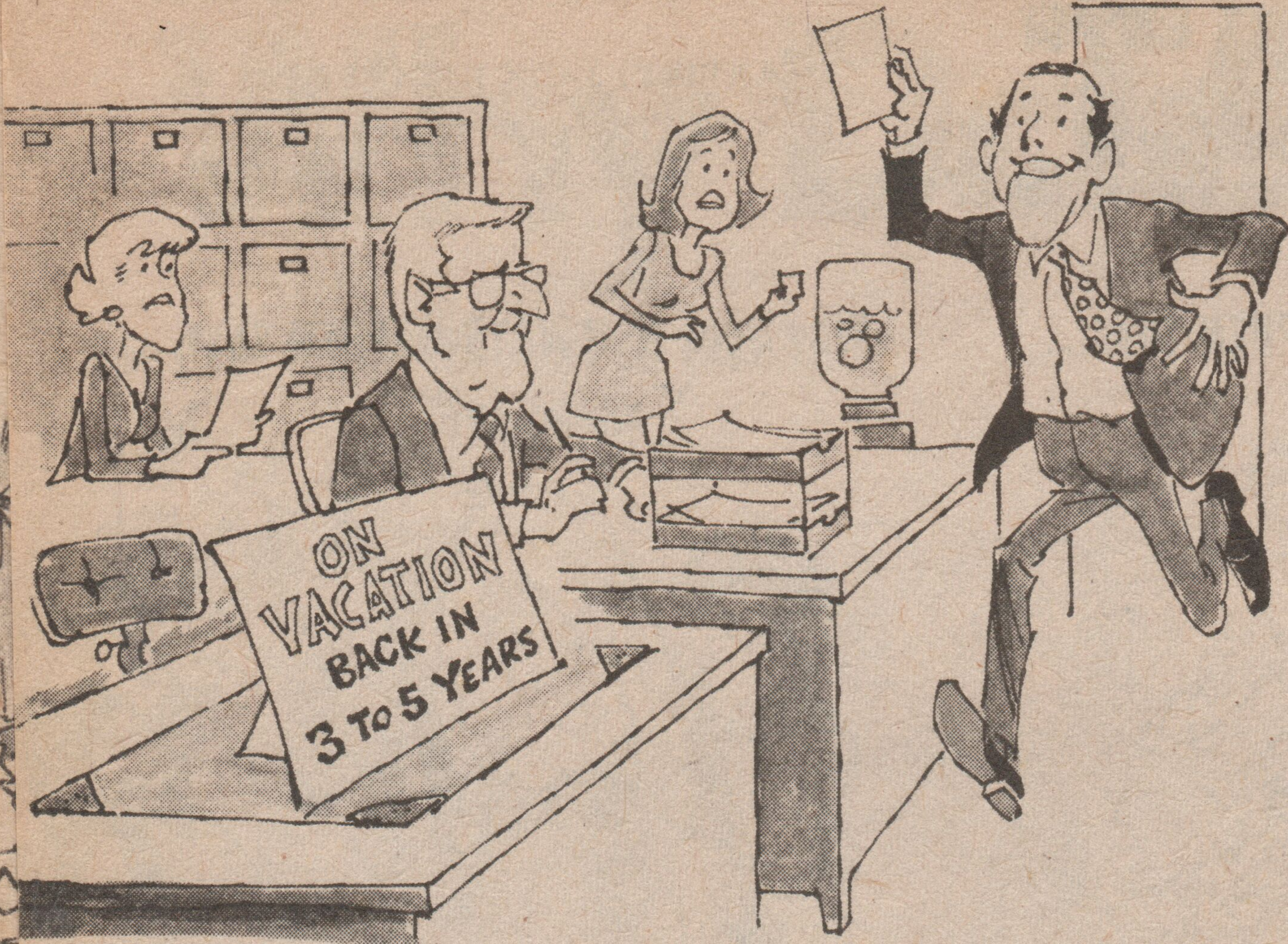
. . . the only Required Course you still need to graduate isn't being given this semester?

Why Does It ALWAYS HAPPEN That...


GENUINE PLASTIC
MADE IN HONG KONG

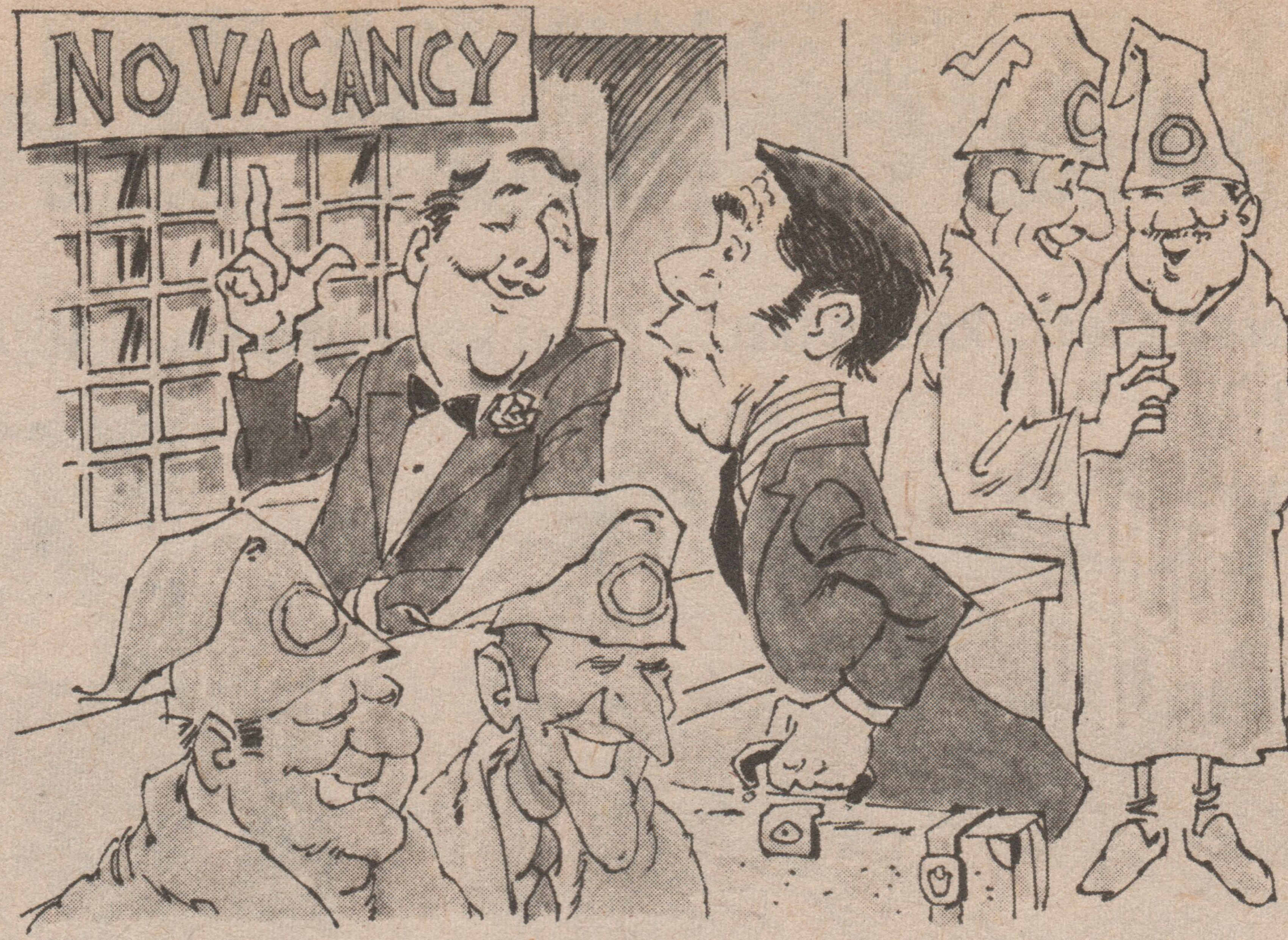
. . . nothing you order by mail looks as good as the picture in the catalogue?

Why Does It ALWAYS HAPPEN That...


ON VACATION BACK IN 3 TO 5 YEARS

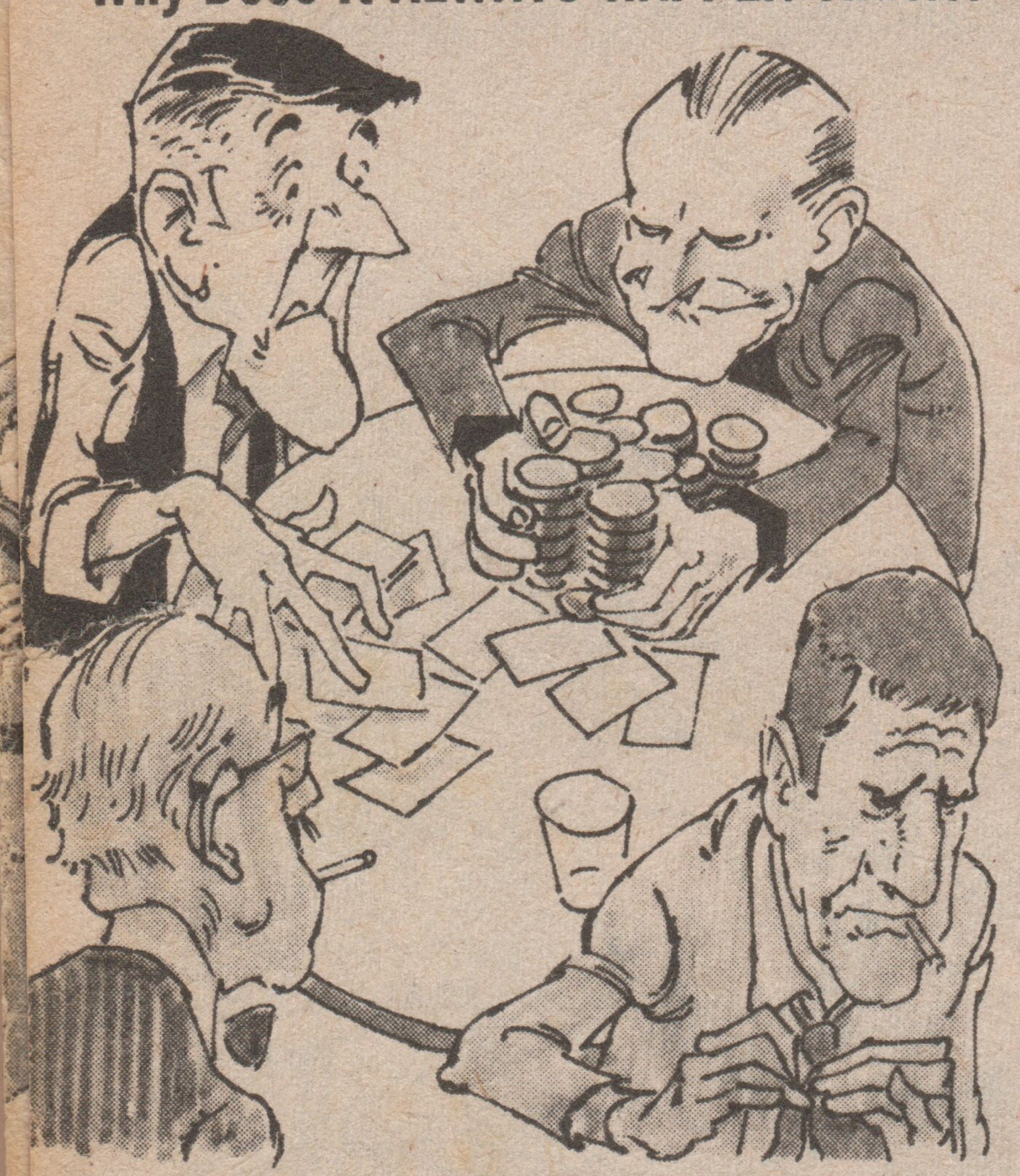
. . . the guy who passes Football Cards around the office gets arrested the same week you finally win?

Why Does It ALWAYS HAPPEN That...



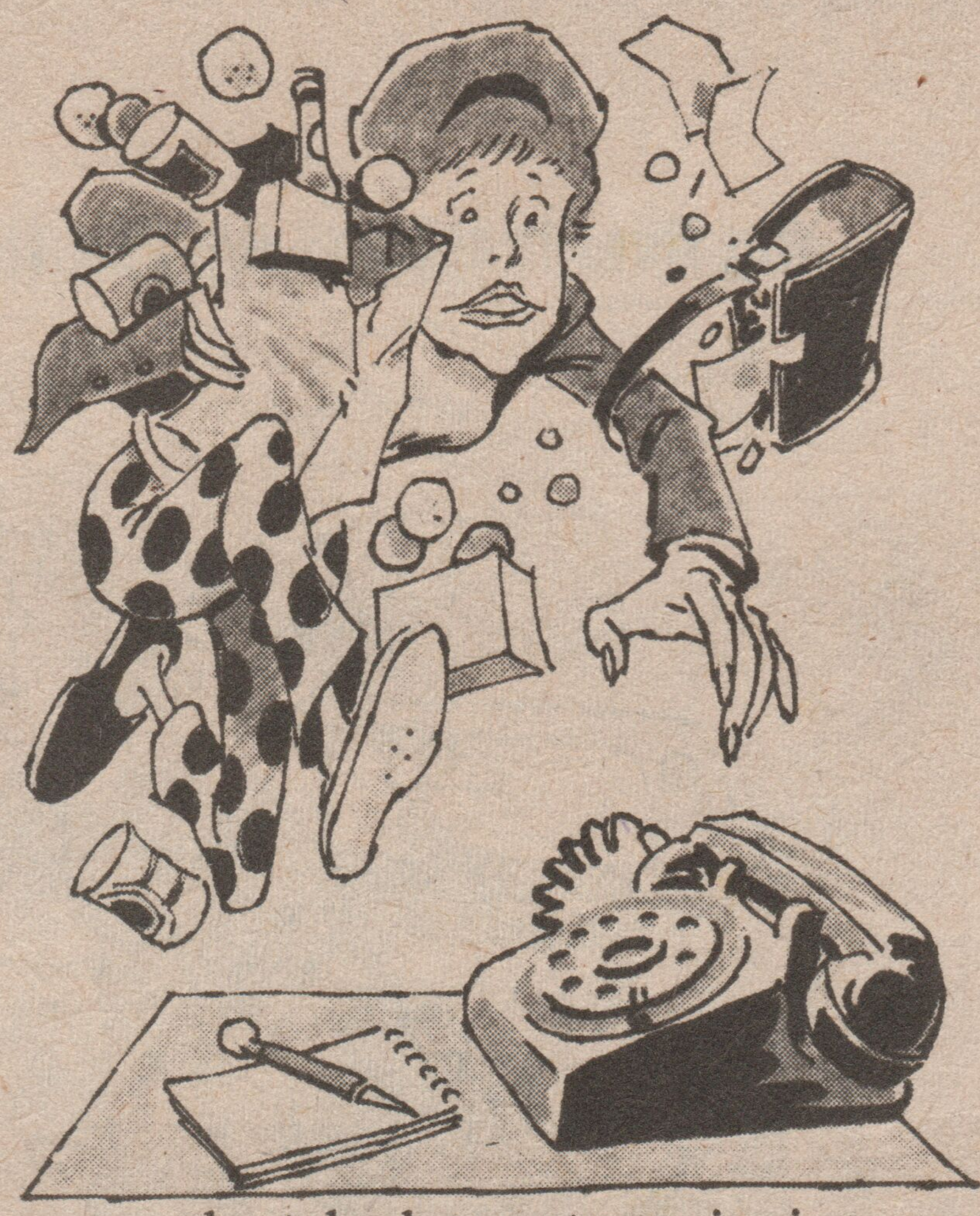
. . . no matter where you travel, some "nut" group is holding its annual convention there.

Why Does It ALWAYS HAPPEN That...



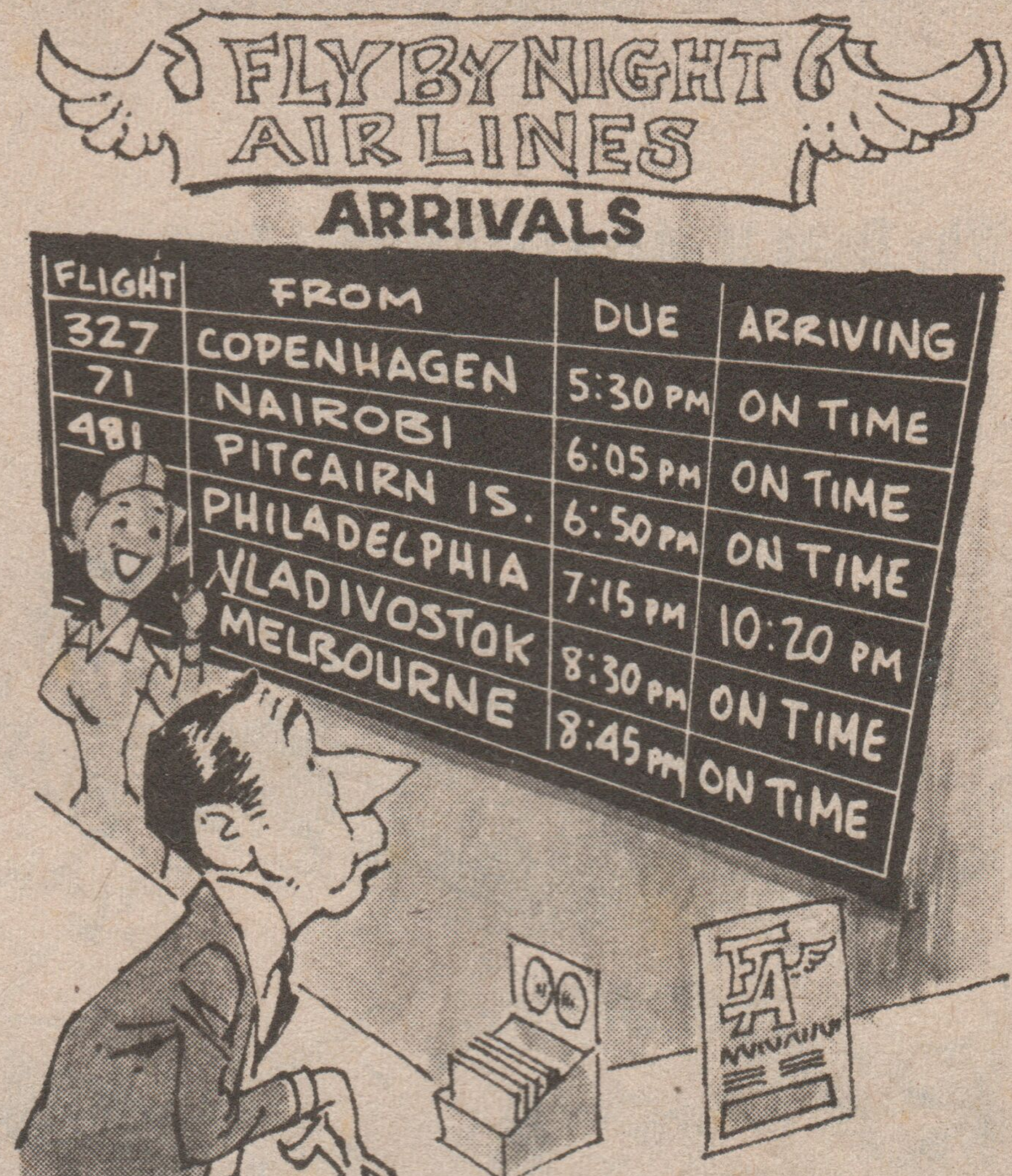
. . . your only Full House of the night loses to the only Four-Of-A-Kind of the night?

Why Does It ALWAYS HAPPEN That...



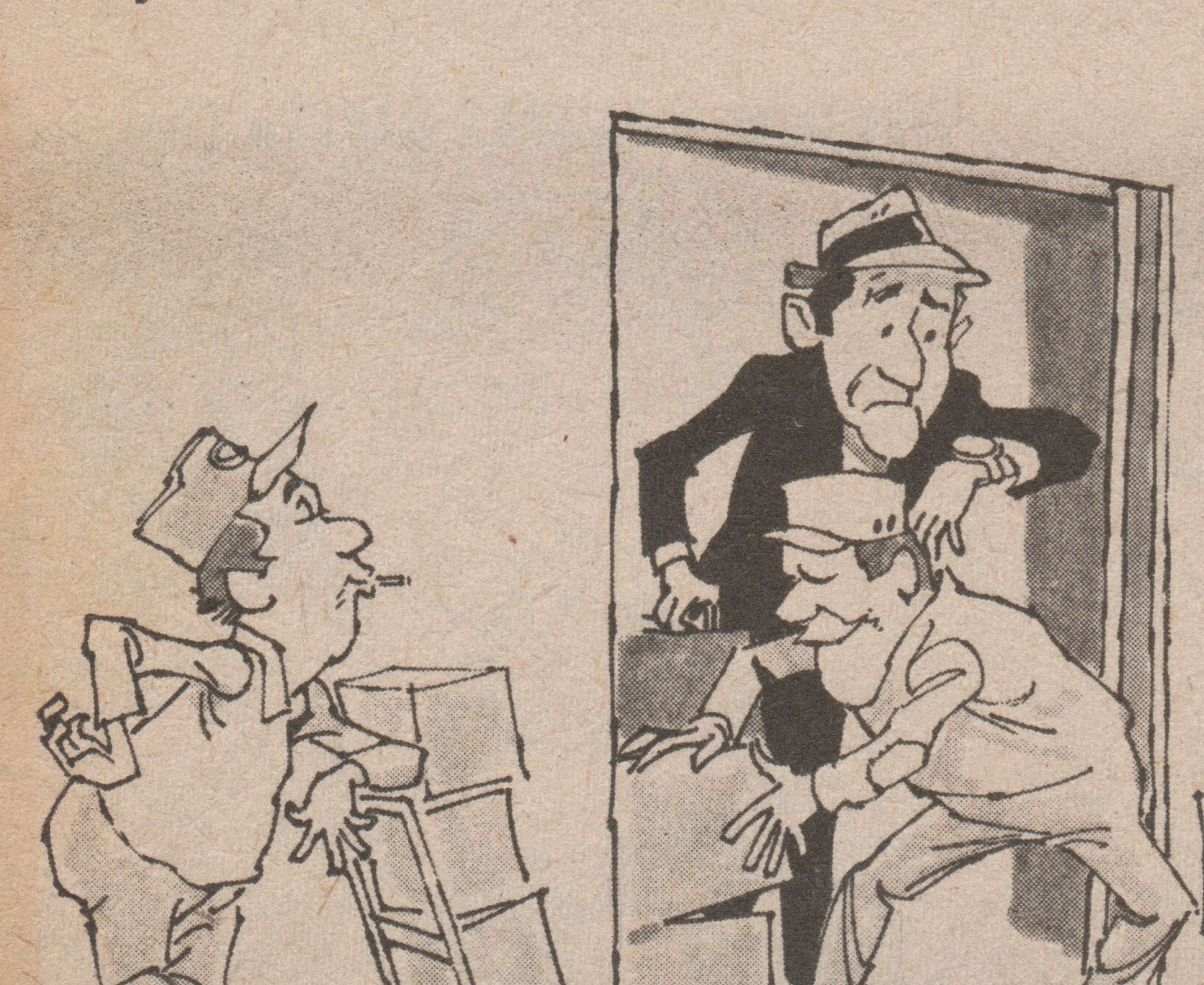
. . . the telephone stops ringing just as you finish racing up three flights of stairs to answer it.

Why Does It ALWAYS HAPPEN That...


FLY BY NIGHT AIRLINES
ARRIVALS
FLIGHT FROM DUE ARRIVING
327 COPENHAGEN 5:30 PM ON TIME
71 NAIROBI 6:05 PM ON TIME
481 PITCAIRN IS. 6:50 PM ON TIME
PHILADELPHIA 7:15 PM 10:20 PM
VLADIVOSTOK 8:30 PM ON TIME
MELBOURNE 8:45 PM ON TIME

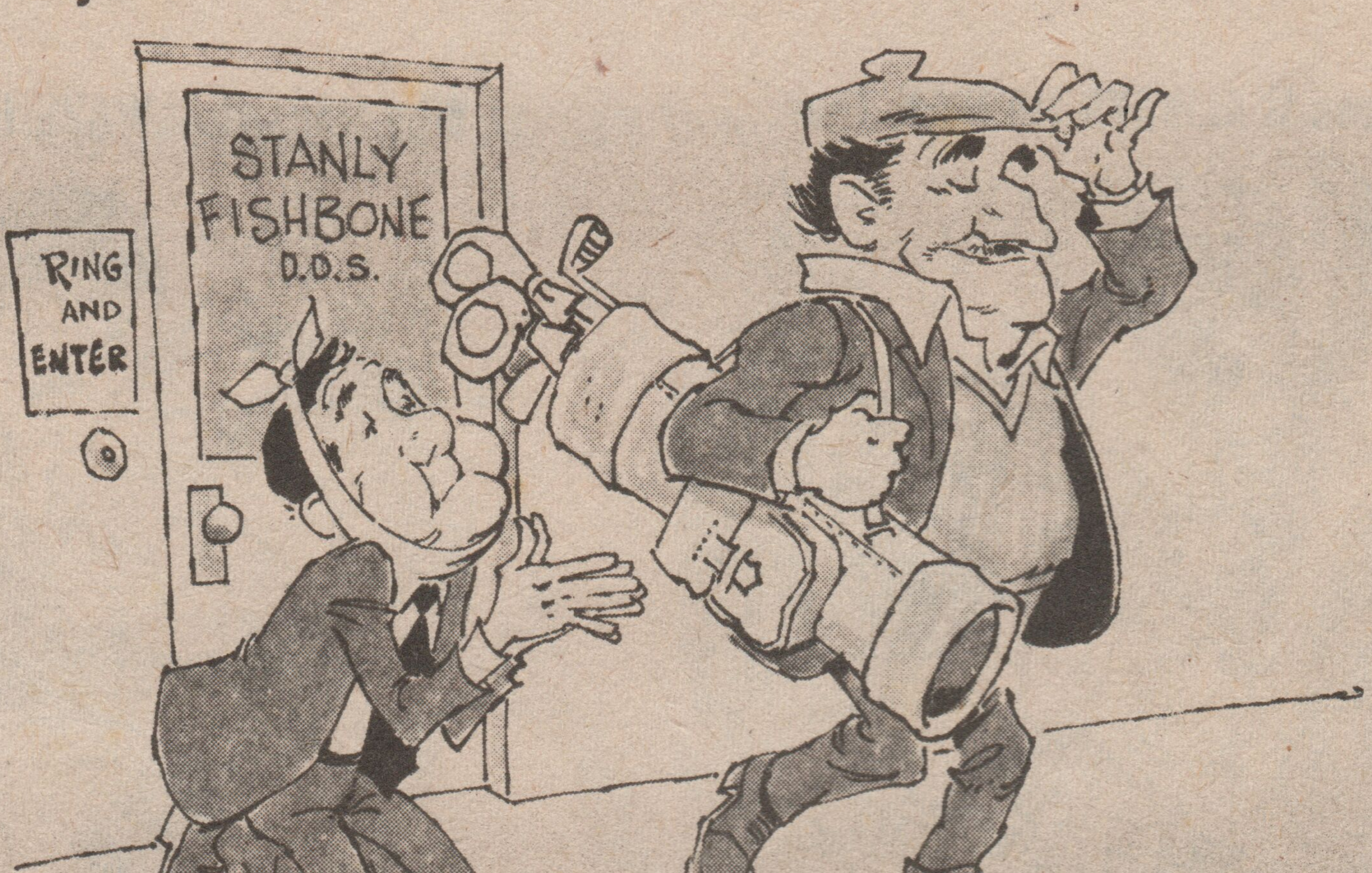
. . . the plane you've come to meet is the only one that's running three hours late?

Why Does It ALWAYS HAPPEN That...



. . . the elevator stops at every floor whenever you're late for an appointment?

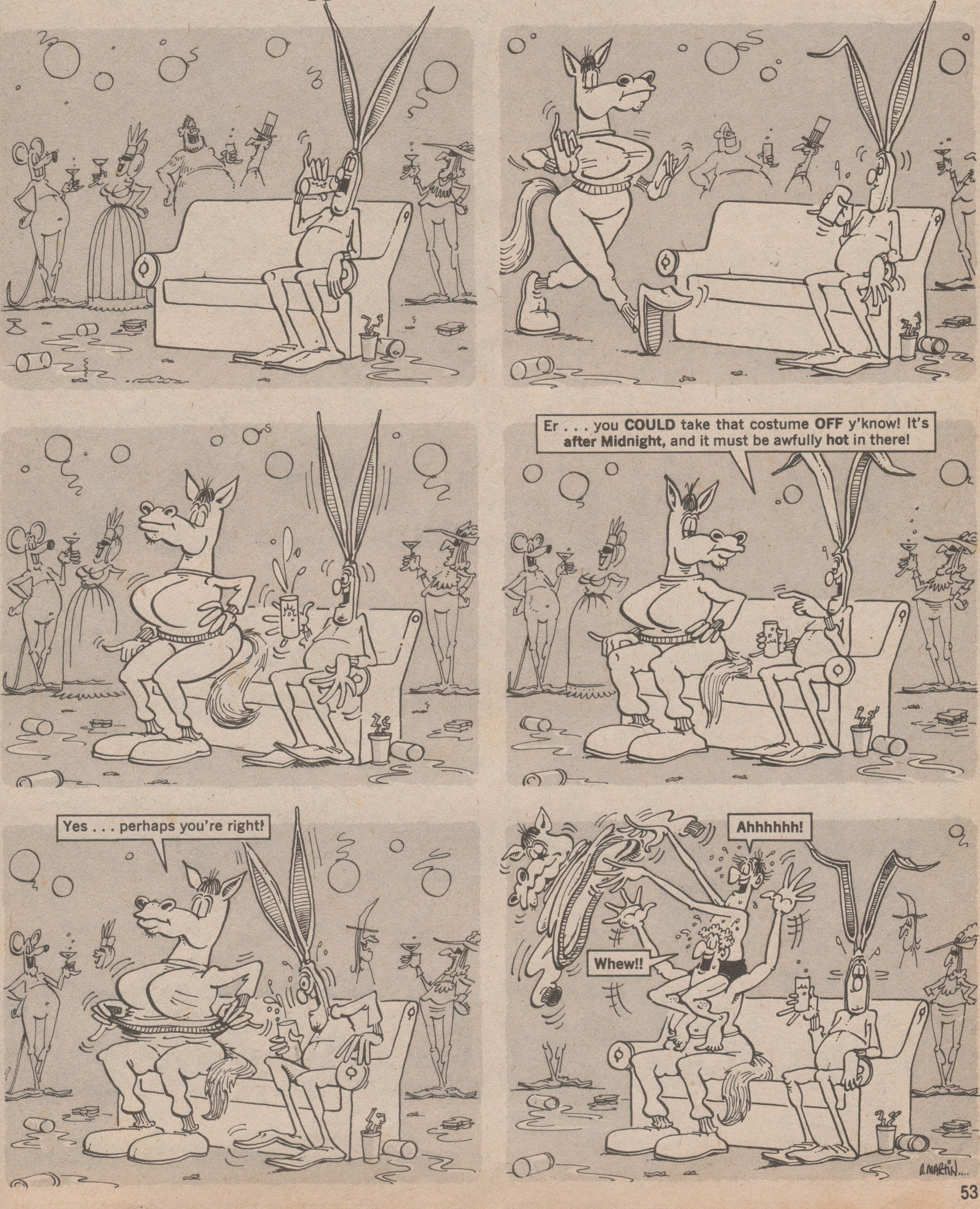
Why Does It ALWAYS HAPPEN That...


STANLY FISHBONE D.D.S.
RING AND ENTER

. . . you only get toothaches on Wednesdays when every Dentist's office is closed?

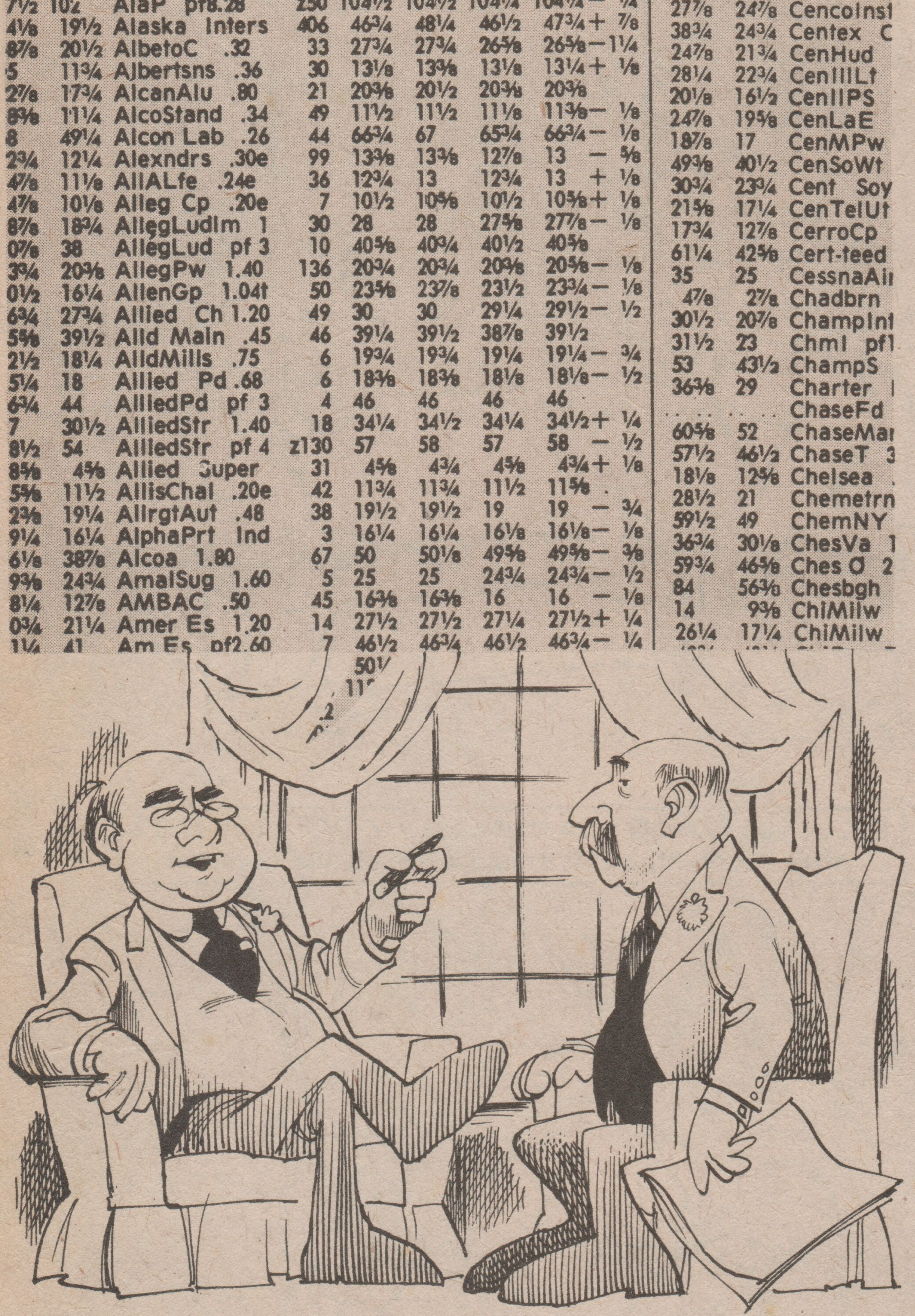
DON MARTIN DEPT. PART II

ONE EVENING AT A MASQUERADE PARTY


Er . . . you COULD take that costume OFF y'know! It's after Midnight, and it must be awfully hot in there!
Yes . . . perhaps you're right!
Ahhhhhh!
Whew!!
D. MARTIN...

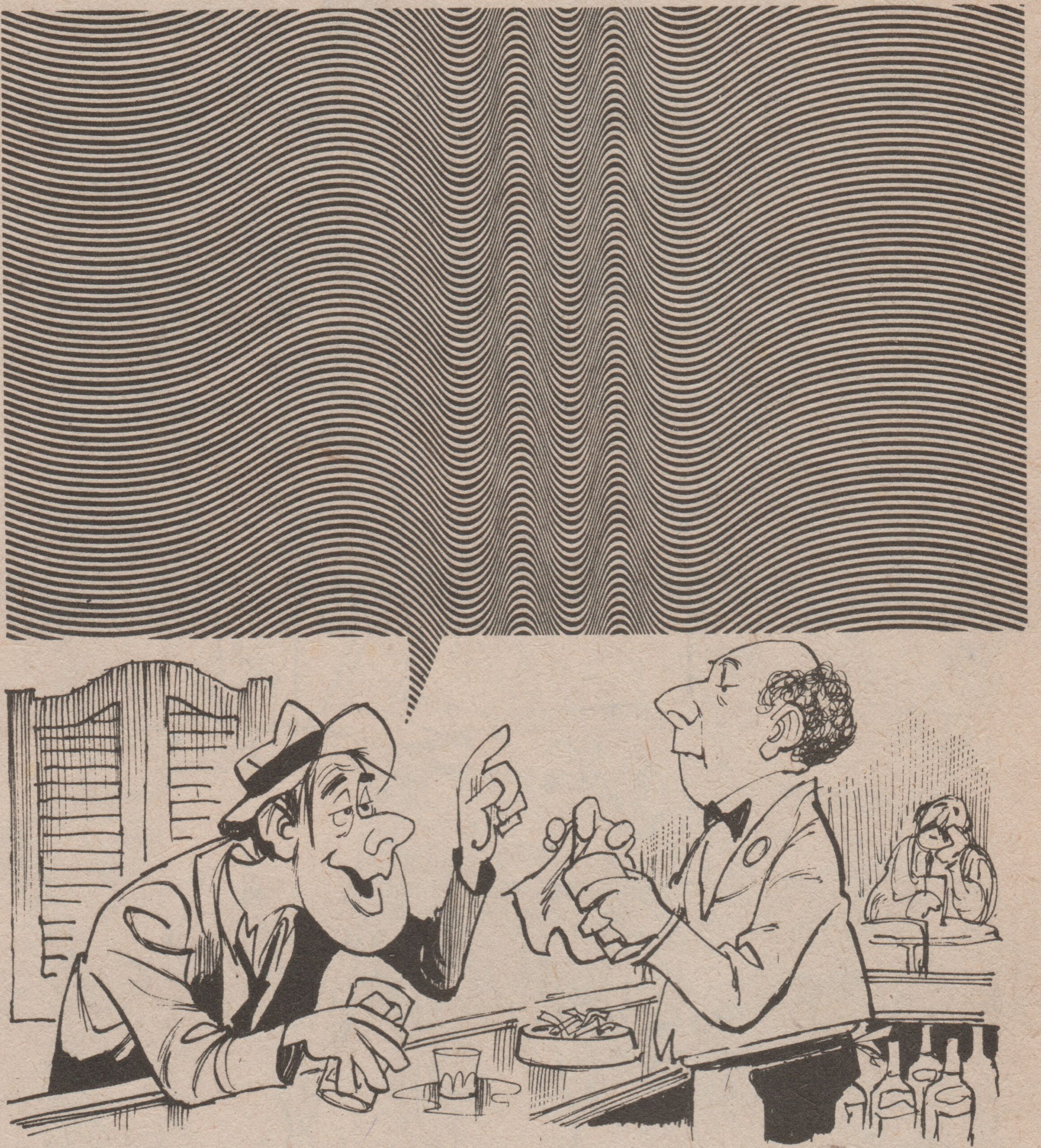
THEME SCHEME DEPT.

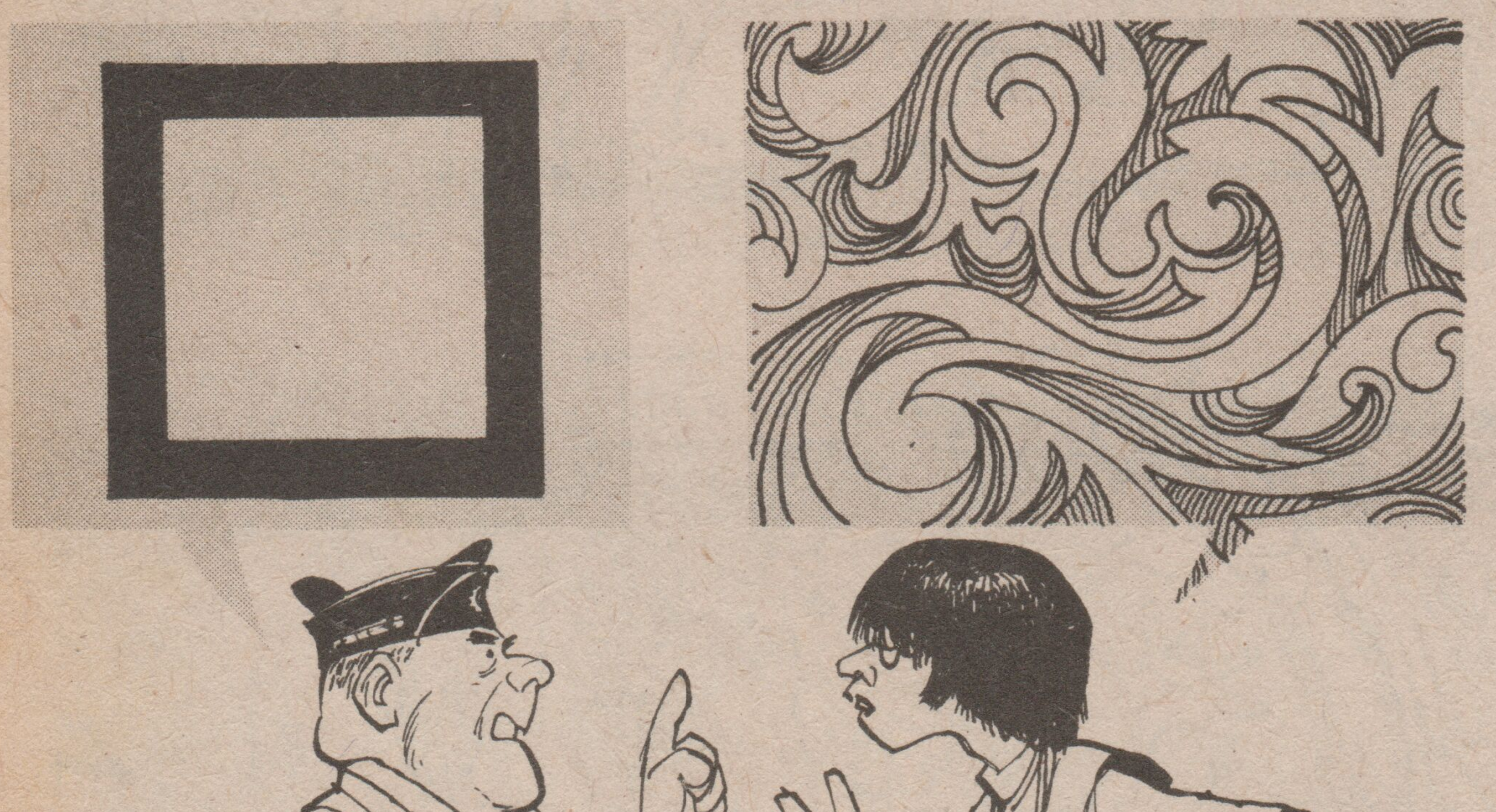
PATTERNS

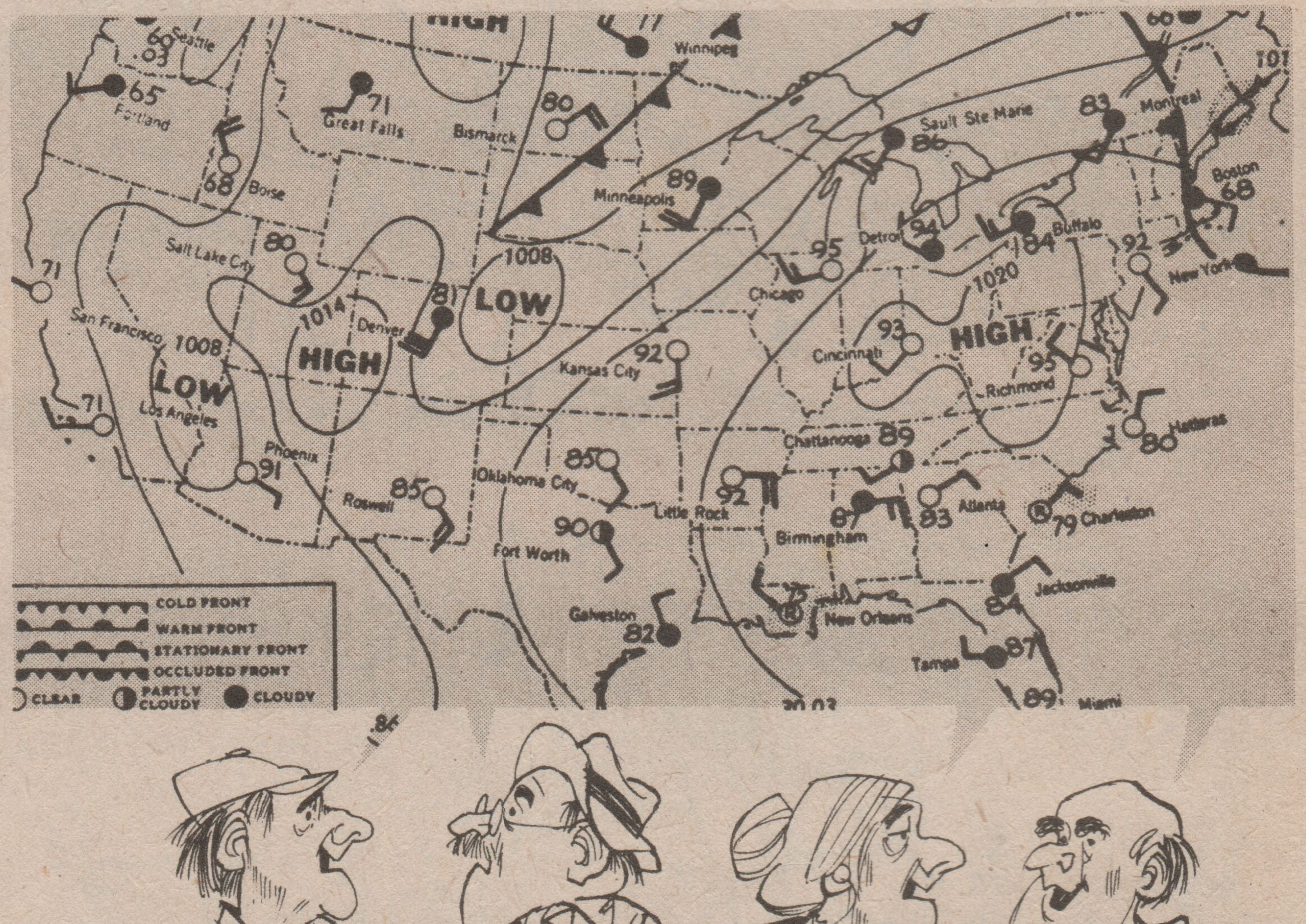


7½	10¼	AlaP pf8.28	z50	104½	104½	104¼	104¼	− ¼
4⅛	19½	Alaska Inters	406	46¾	48¼	46½	47¾	+ ⅞
8⅞	20½	AlbetoC .32	33	27¾	27¾	26⅝	26⅝	−1¼
5	11¾	Albertsns .36	30	13⅛	13⅜	13⅛	13¼	+ ⅛
2⅞	17¾	AlcanAlu .80	21	20⅜	20½	20⅜	20⅜	
8⅜	11¼	AlcoStand .34	49	11½	11½	11⅛	11⅜	− ⅛
8	49¼	Alcon Lab .26	44	66¾	67	65¾	66¾	− ⅛
2¾	12¼	Alexndrs .30e	99	13⅜	13⅜	12⅞	13	− ⅝
4⅞	11⅛	AllALfe .24e	36	12¾	13	12¾	13	+ ⅛
4⅞	10⅛	Alleg Cp .20e	7	10½	10⅝	10½	10⅝	+ ⅛
8⅞	18¾	AllegLudlm 1	30	28	28	27⅝	27⅞	− ⅛
0⅞	38	AllegLud pf 3	10	40⅝	40¾	40½	40⅝	
3¾	20⅜	AllegPw 1.40	136	20¾	20¾	20⅜	20⅝	− ⅛
0½	16¼	AllenGp 1.04t	50	23⅝	23⅞	23½	23¾	− ⅛
6¾	27¾	Allied Ch 1.20	49	30	30	29¼	29½	− ½
5⅝	39½	Alld Main .45	46	39¼	39½	38⅞	39½	
2½	18¼	AlldMills .75	6	19¾	19¾	19¼	19¼	− ¾
5¼	18	Allied Pd .68	6	18⅜	18⅜	18⅛	18⅛	− ½
6¾	44	AlliedPd pf 3	4	46	46	46	46	
7	30½	AlliedStr 1.40	18	34¼	34½	34¼	34½	+ ¼
8½	54	AlliedStr pf 4	z130	57	58	57	58	− ½
8⅝	4⅝	Allied Super	31	4⅝	4¾	4⅝	4¾	+ ⅛
5⅝	11½	AllisChal .20e	42	11¾	11¾	11½	11⅝	.
2⅜	19¼	AllrgtAut .48	38	19½	19½	19	19	− ¾
9¼	16¼	AlphaPrt Ind	3	16¼	16¼	16⅛	16⅛	− ⅛
6⅛	38⅞	Alcoa 1.80	67	50	50⅛	49⅝	49⅝	− ⅜
9⅜	24¾	AmalSug 1.60	5	25	25	24¾	24¾	− ½
8¼	12⅞	AMBAC .50	45	16⅜	16⅜	16	16	− ⅛
0¾	21¼	Amer Es 1.20	14	27½	27½	27¼	27½	+ ¼
1¼	41	Am Es pf2.60	7	46½	46¾	46½	46¾	− ¼

27⅞	24⅞	CencoInst
38¾	24¾	Centex C
24⅞	21¾	CenHud
28¼	22¾	CenIllLt
20⅛	16½	CenIlPS
24⅞	19⅝	CenLaE
18⅞	17	CenMPw
49⅜	40½	CenSoWt
30¾	23¾	Cent Soy
21⅝	17¼	CenTelUt
17¾	12⅞	CerroCp
61¼	42⅝	Cert-teed
35	25	CessnaAi
4⅞	2⅞	Chadbrn
30½	20⅞	ChampInt
31½	23	Chml pf1
53	43½	ChampS
36⅜	29	Charter
. . .	. . .	ChaseFd
60⅝	52	ChaseMar
57½	46½	ChaseT 3
18⅛	12⅝	Chelsea
28½	21	Chemetrn
59½	49	ChemNY
36¾	30⅛	ChesVa 1
59¾	46⅝	Ches O 2
84	56⅜	Chesbgh
14	9⅜	ChiMilw
26¼	17¼	ChiMilw

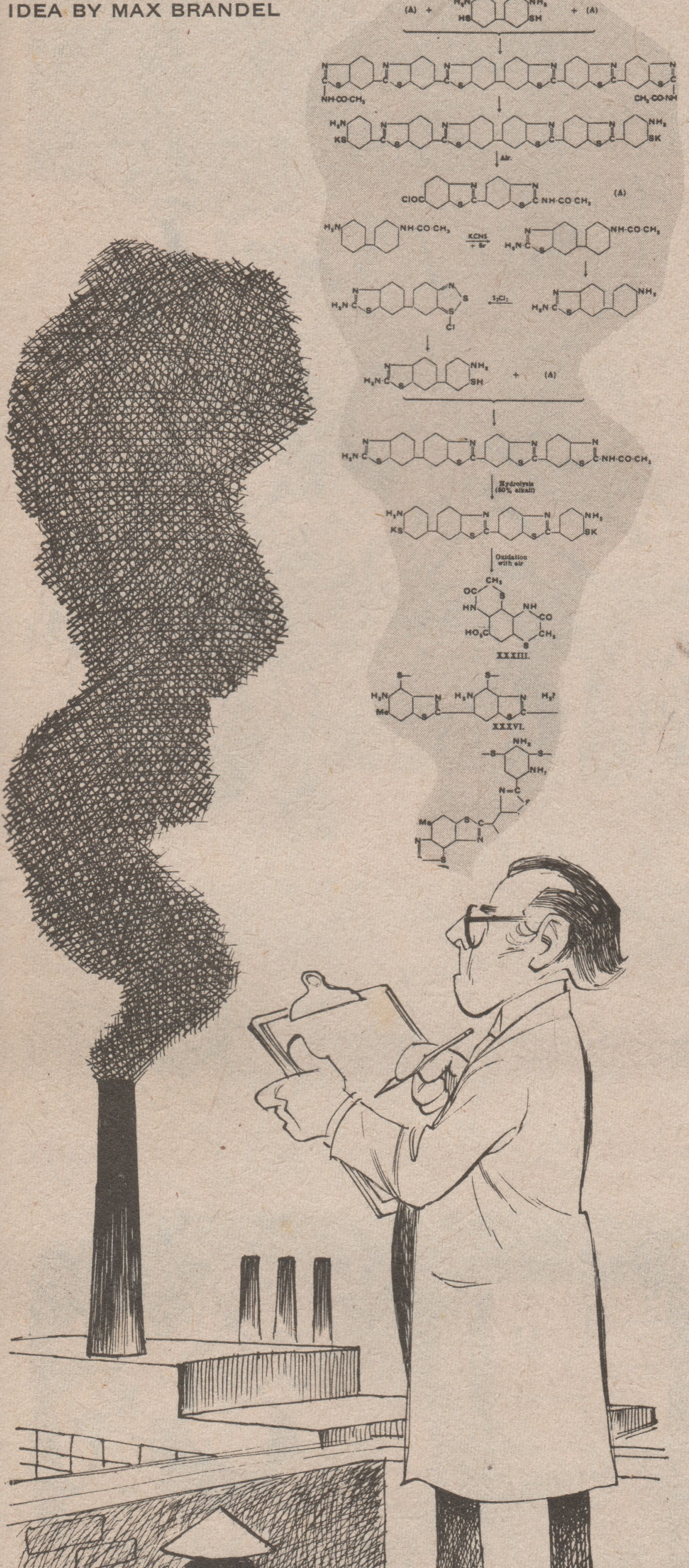


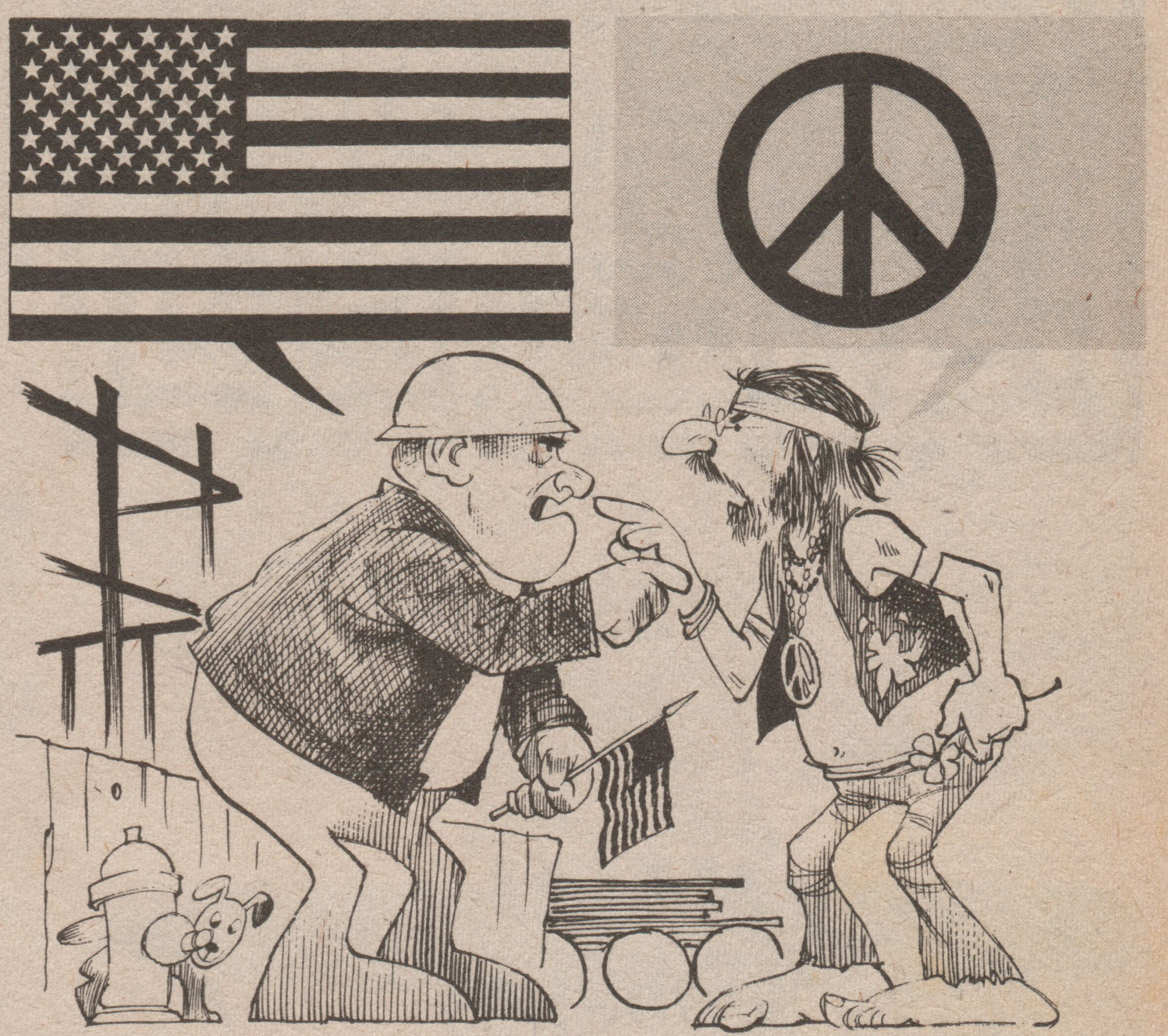

BRING BACK POTRZEBIE
FRED

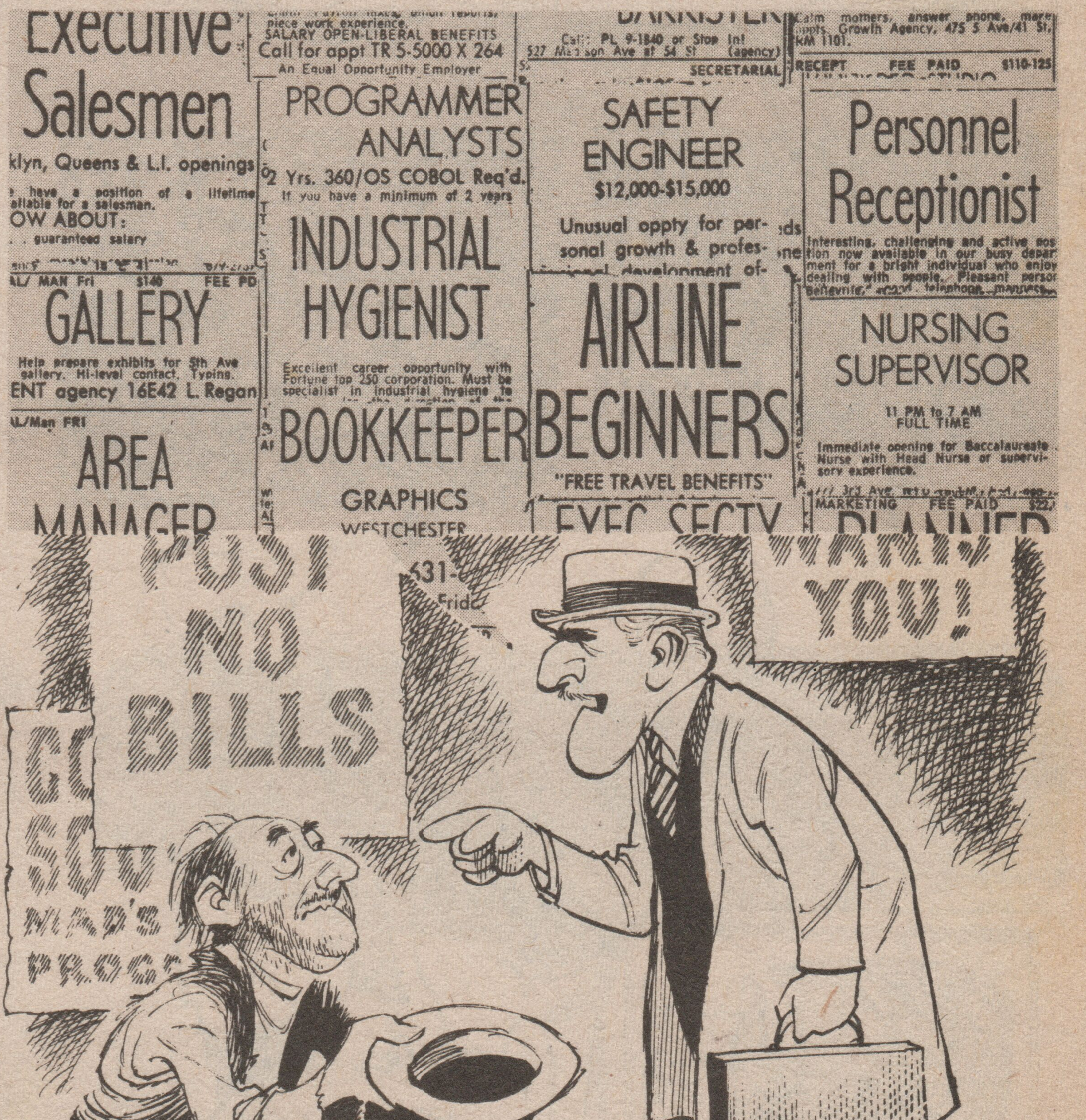

HIGH
Winnipeg
Seattle
65 Portland
71 Great Falls
Bismarck
80
68 Boise
89 Minneapolis
Sault Ste Marie
86
83 Montreal
Boston 68
101
Salt Lake City
80
71
1008
LOW
1014
HIGH
Denver
81
San Francisco 1008
LOW
71 Los Angeles
91 Phoenix
95 Chicago
Detroit 94
184 Buffalo
1020
92
New York
92 Kansas City
93 Cincinnati
HIGH
95 Richmond
80 Hatteras
Chattanooga 89
85 Oklahoma City
85 Roswell
92 Little Rock
90 Fort Worth
87 Birmingham
83 Atlanta
79 Charleston
Galveston 82
New Orleans
84 Jacksonville
Tampa 87
89 Miami
30.03
COLD FRONT
WARM FRONT
STATIONARY FRONT
OCCLUDED FRONT
○ CLEAR
◐ PARTLY CLOUDY
● CLOUDY

OF SPEECH

ARTIST: BOB CLARKE
IDEA BY MAX BRANDEL






Executive
Salesmen
klyn, Queens & L.I. openings
have a position of a lifetime
ailable for a salesman.
OW ABOUT:
. . guaranteed salary
AL/ MAN Fri $140 FEE PD
GALLERY
Help prepare exhibits for 5th Ave gallery. Hi-level contact. Typing.
ENT agency 16E42 L. Regan
AL/Man FRI
AREA
MANAGER
piece work experience.
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SAFETY
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Interesting, challenging and active position now available in our busy department for a bright individual who enjoy dealing with people. Pleasant person
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SUPERVISOR
11 PM to 7 AM
FULL TIME
Immediate opening for Baccalaureate Nurse with Head Nurse or supervisory experience.
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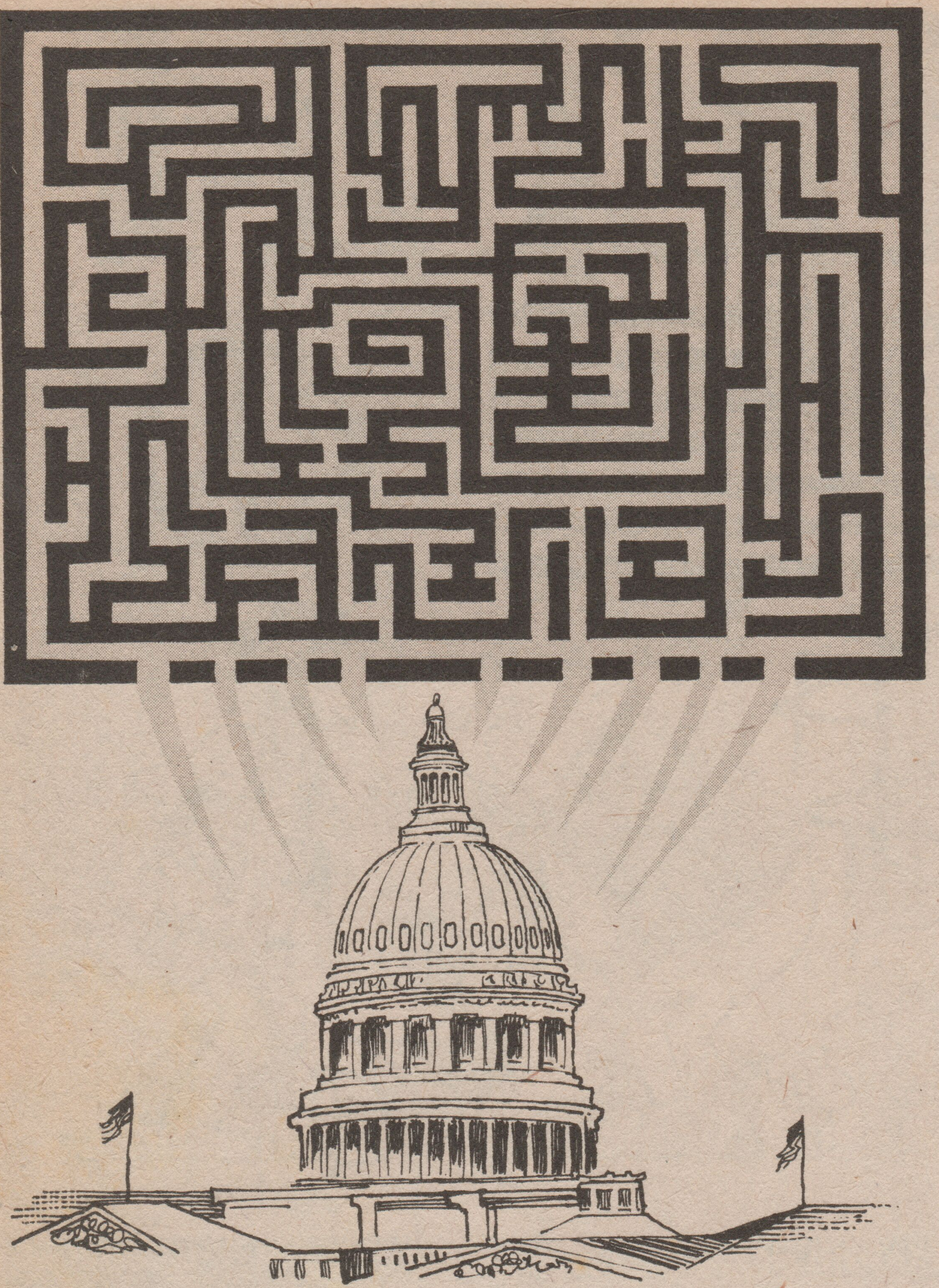
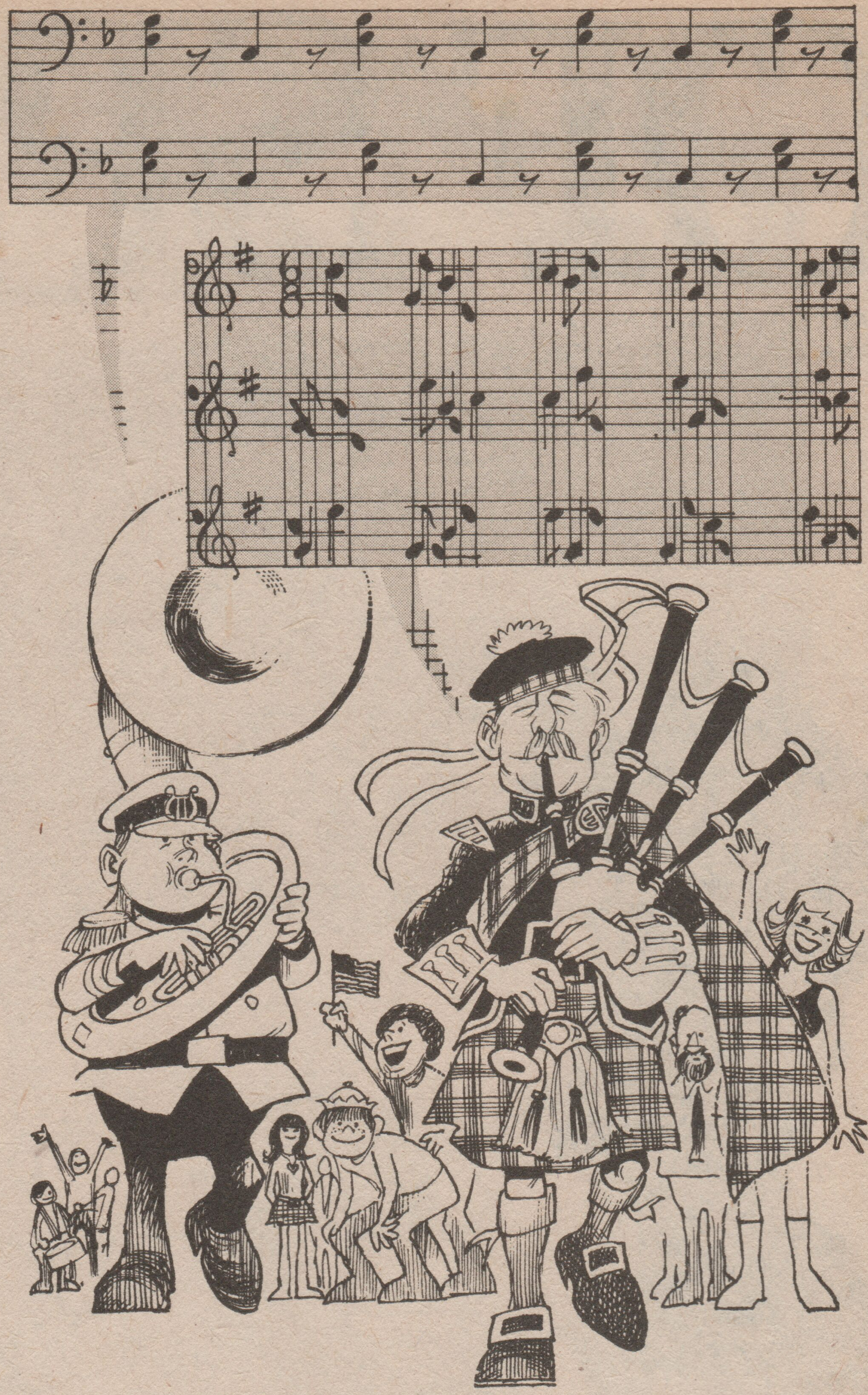
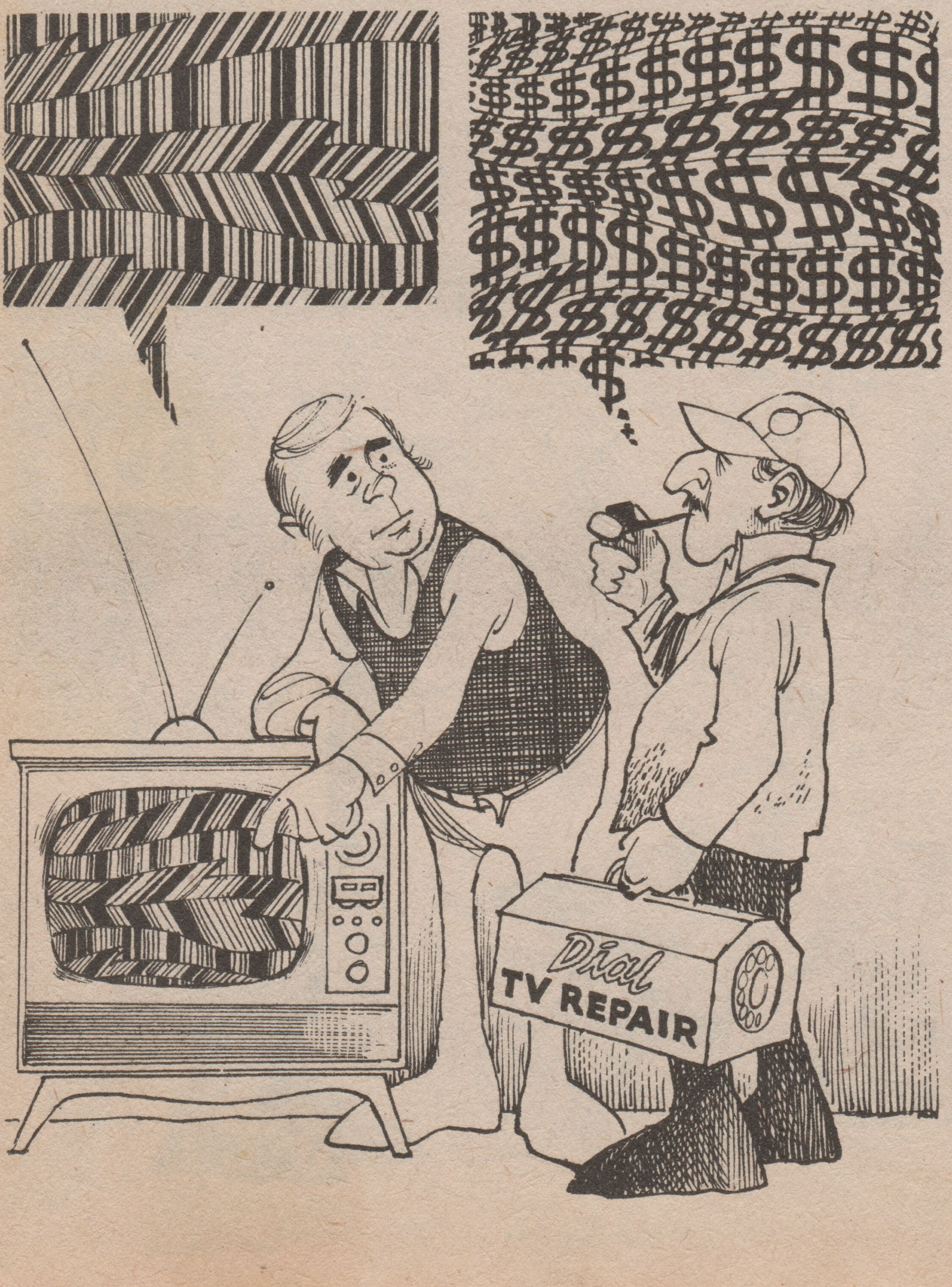
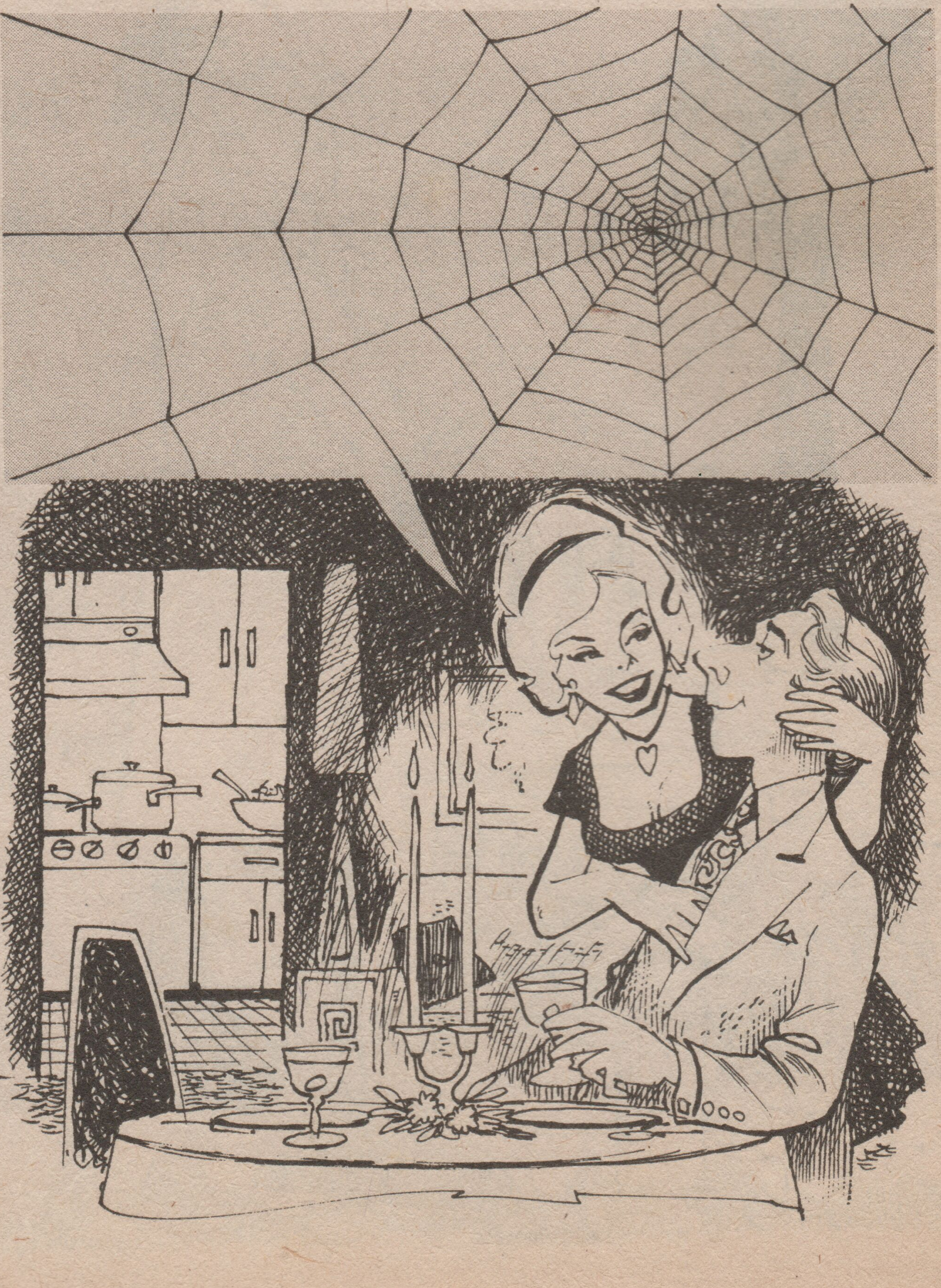
POST
NO
BILLS
YOU!
631-
MAD'S
PROG
Clarke



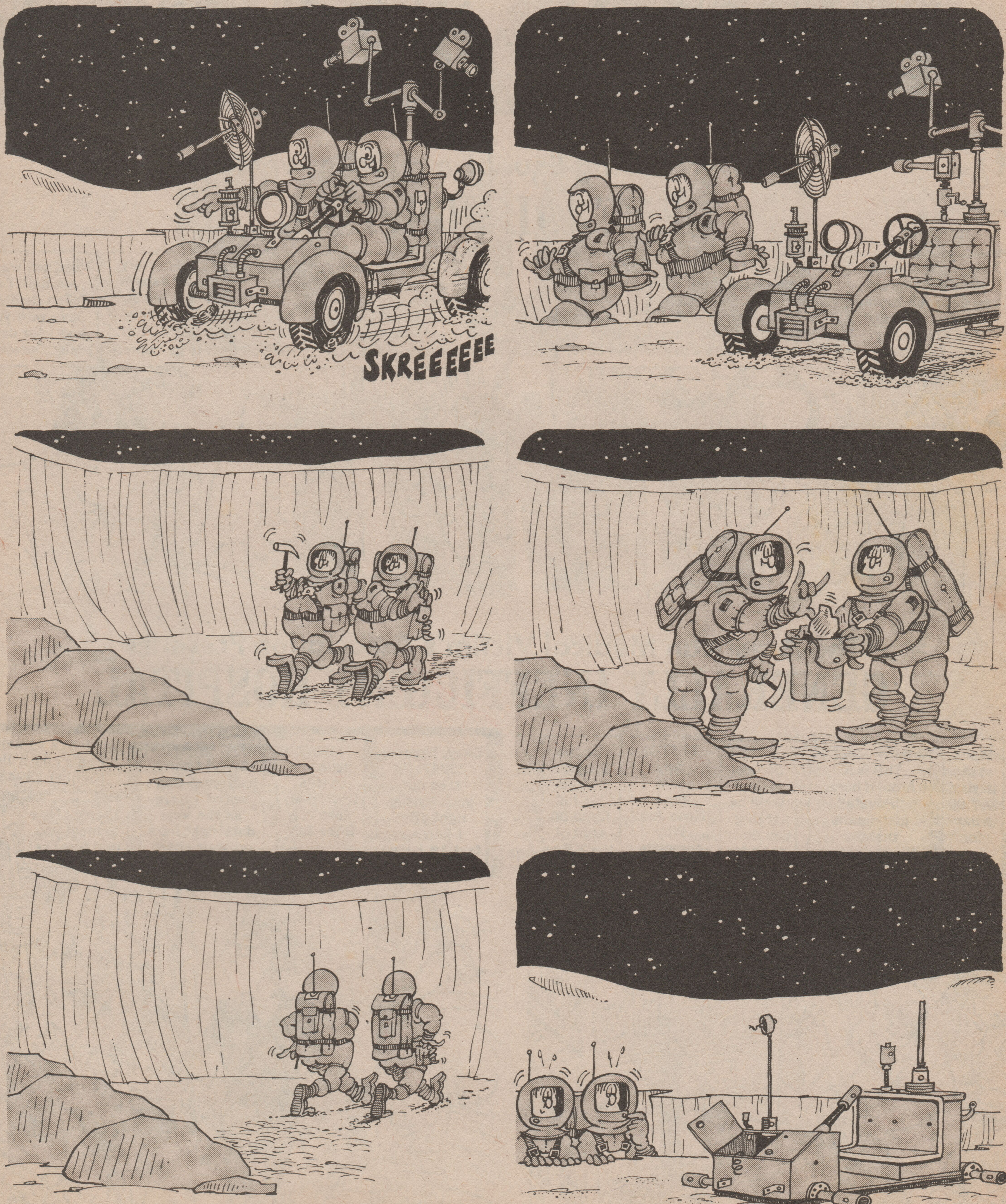



Dial
TV REPAIR



DON MARTIN DEPT. PART II

ONE THURSDAY AFTERNOON ON THE MOON


SKREEEEEE
D. MARTIN

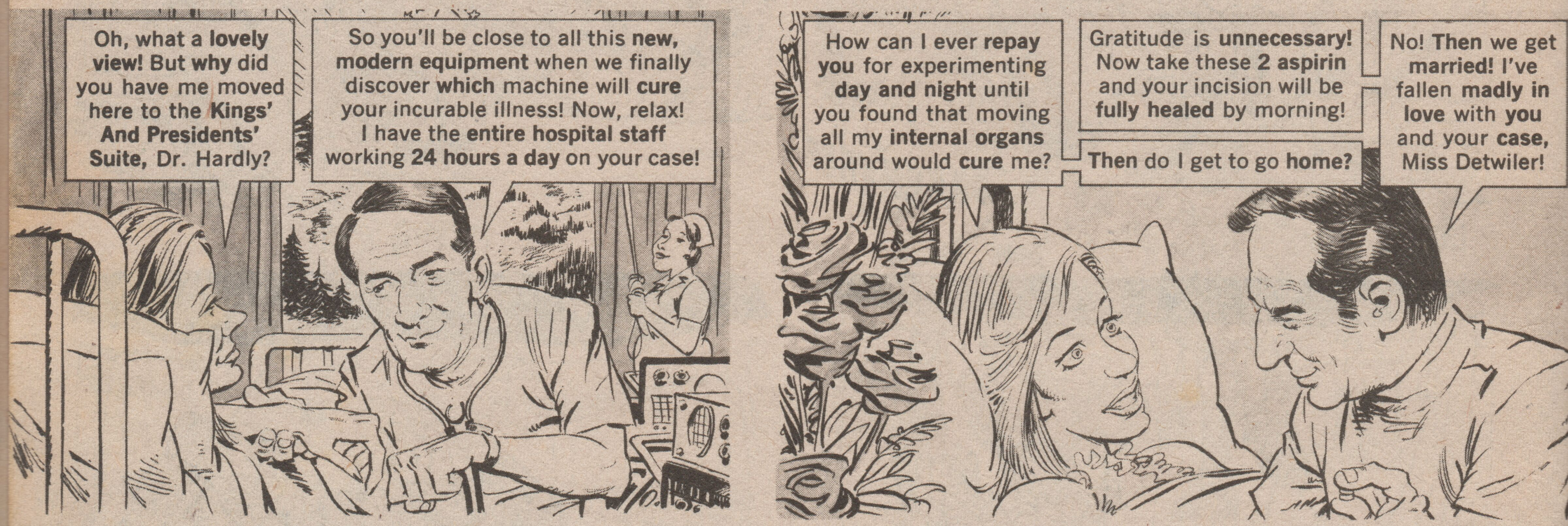
THE OTHER SIDE OF THE CORN DEPT.

Once upon a time, everything said on Television was quickly forgotten. Then, politicians started demanding "equal time" to answer their opponents' TV statements. Before long, anybody with a different opinion about anything controversial that was voiced on the tube was getting "free time" to respond. Now, even consumer advocates are demanding equal time to answer TV commercials. Where will it all end? Well, most of the so-

WHEN *ALL* OF T

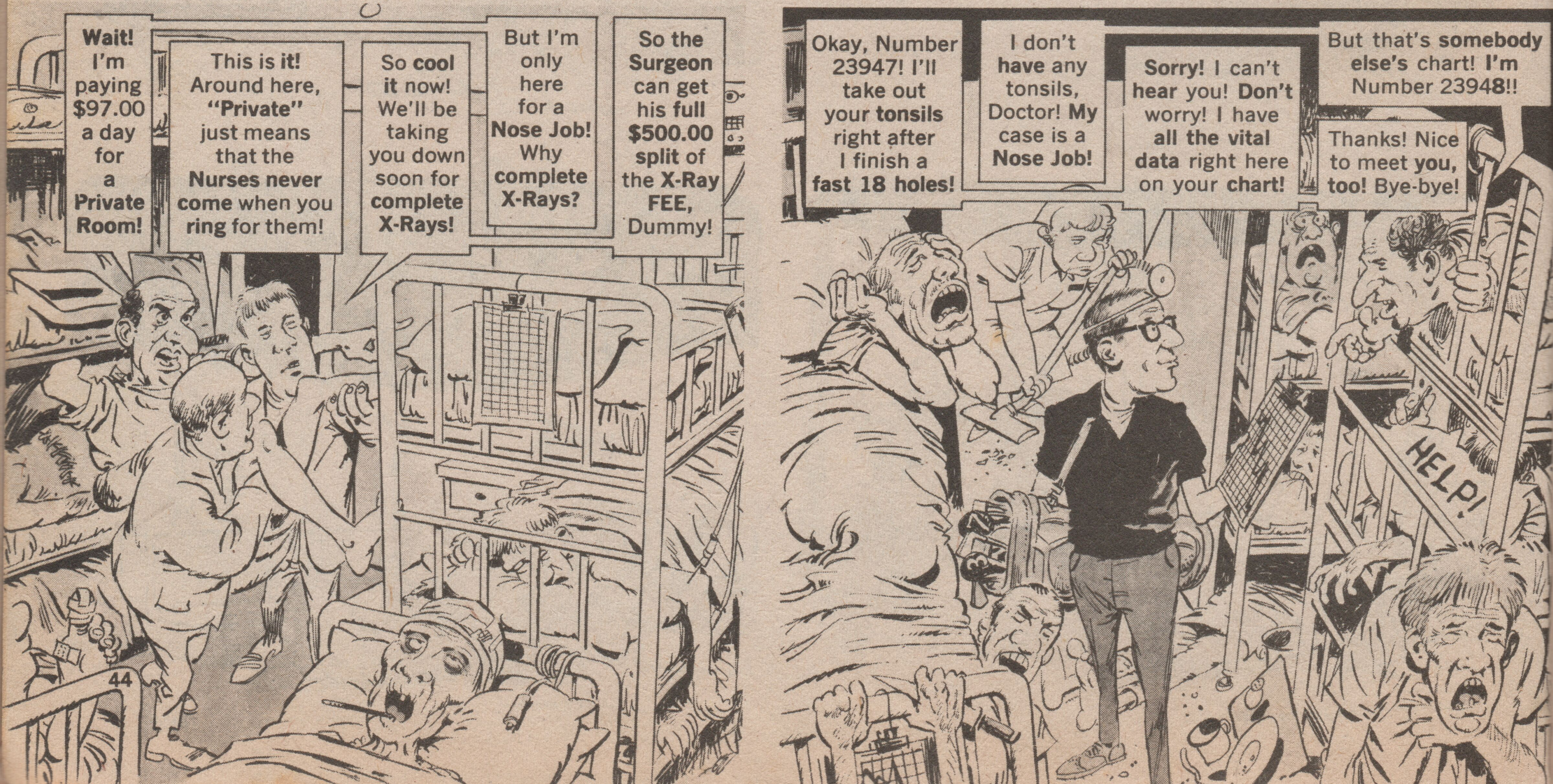
In Demanding Equal Time To Answer . . .

GENERAL HOSPITAL


Oh, what a lovely view! But why did you have me moved here to the Kings' And Presidents' Suite, Dr. Hardly?
So you'll be close to all this new, modern equipment when we finally discover which machine will cure your incurable illness! Now, relax! I have the entire hospital staff working 24 hours a day on your case!
How can I ever repay you for experimenting day and night until you found that moving all my internal organs around would cure me?
Gratitude is unnecessary! Now take these 2 aspirin and your incision will be fully healed by morning!
Then do I get to go home?
No! Then we get married! I've fallen madly in love with you and your case, Miss Detwiler!

The American Medical Victim's Association Presents

GENERALLY INEFFICIENT HOSPITAL


Wait! I'm paying $97.00 a day for a Private Room!
This is it! Around here, "Private" just means that the Nurses never come when you ring for them!
So cool it now! We'll be taking you down soon for complete X-Rays!
But I'm only here for a Nose Job! Why complete X-Rays?
So the Surgeon can get his full $500.00 split of the X-Ray FEE, Dummy!
44
Okay, Number 23947! I'll take out your tonsils right after I finish a fast 18 holes!
I don't have any tonsils, Doctor! My case is a Nose Job!
Sorry! I can't hear you! Don't worry! I have all the vital data right here on your chart!
But that's somebody else's chart! I'm Number 23948!!
Thanks! Nice to meet you, too! Bye-bye!
HELP!

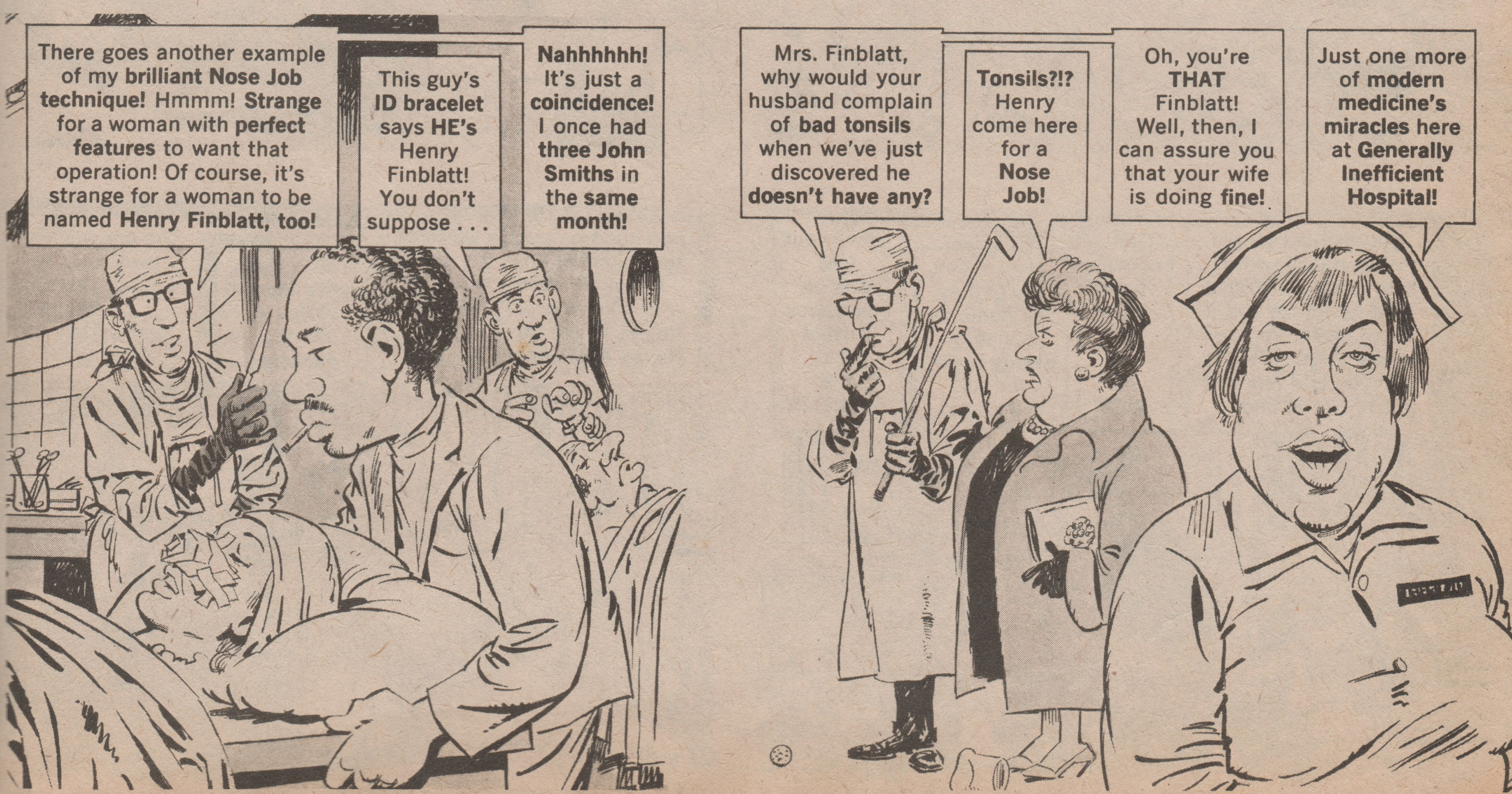
called *Entertainment Programs* are still going unchallenged, and there must be lots of people who disagree with the viewpoints *they* present. So MAD figures that the day can't be far off when the channels will be half filled with new TV shows that offer dramatic rebuttals to the favorite themes of current TV shows. To give you an idea of what we mean, here are some samples of the kinds of things we'll soon be seeing . . .

V MUST GRANT EQUAL TIME

PRO!
PRO
PRO
PRO

CON
CON
CON
CON
CON

ARTIST: ANGELO TORRES WRITER: TOM KOCH


There goes another example of my brilliant Nose Job technique! Hmmm! Strange for a woman with perfect features to want that operation! Of course, it's strange for a woman to be named Henry Finblatt, too!
This guy's ID bracelet says HE's Henry Finblatt! You don't suppose . . .
Nahhhhhh! It's just a coincidence! I once had three John Smiths in the same month!
Mrs. Finblatt, why would your husband complain of bad tonsils when we've just discovered he doesn't have any?
Tonsils?!? Henry come here for a Nose Job!
Oh, you're THAT Finblatt! Well, then, I can assure you that your wife is doing fine!
Just one more of modern medicine's miracles here at Generally Inefficient Hospital!

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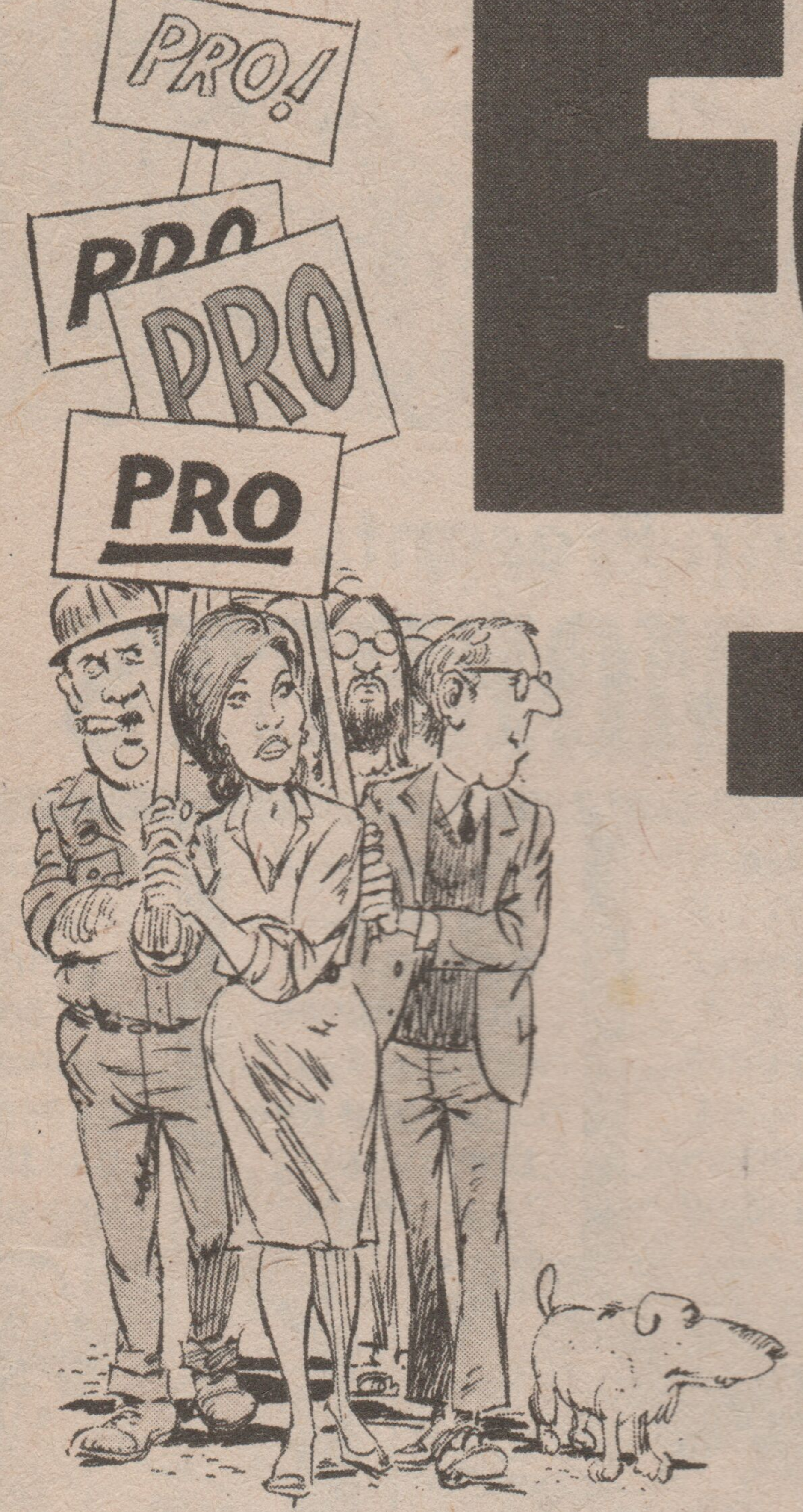
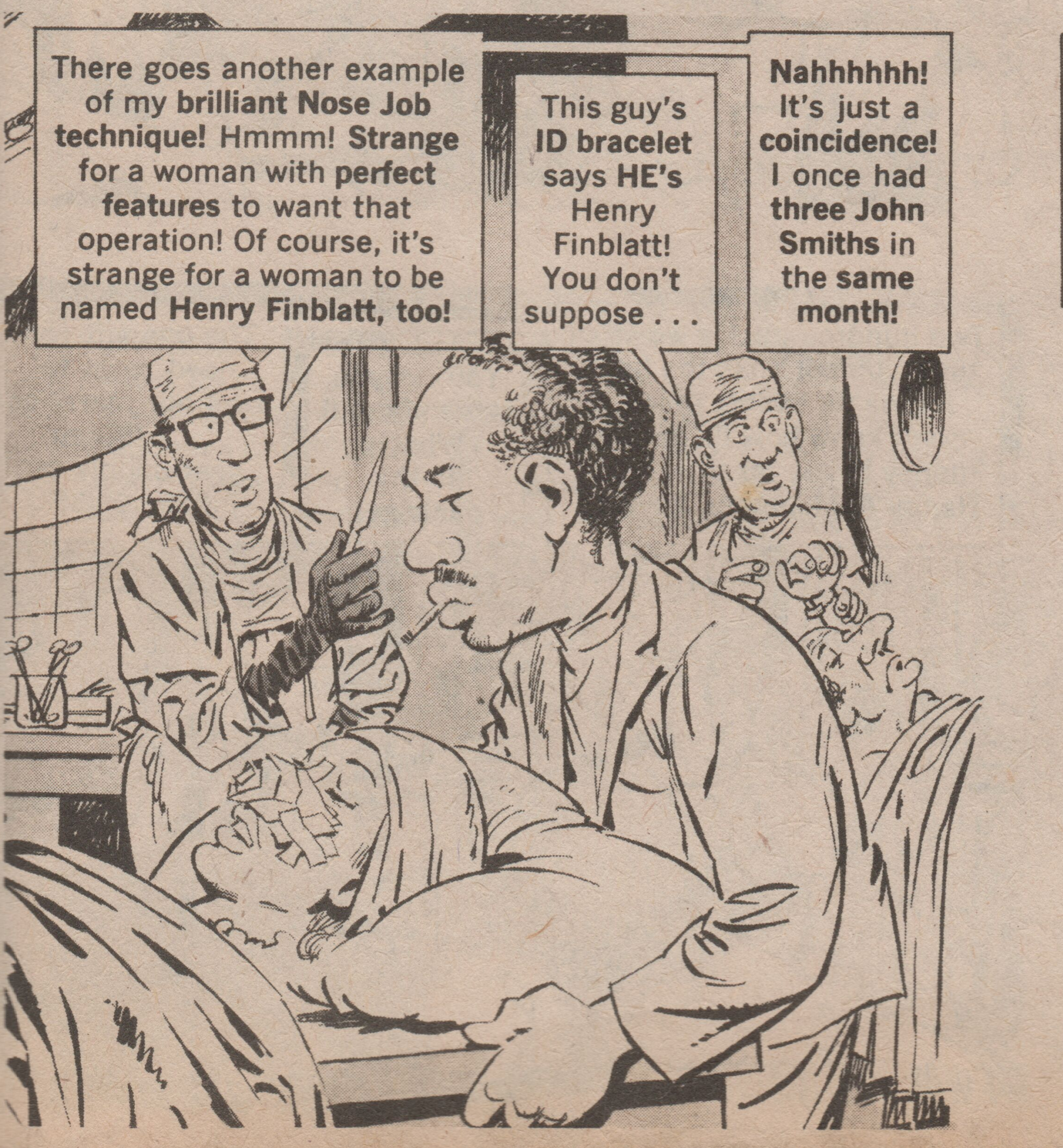

PRO!
PRO
PRO
PRO

CON
CON
CON
CON
CON

ARTIST: ANGELO TORRES WRITER: TOM KOCH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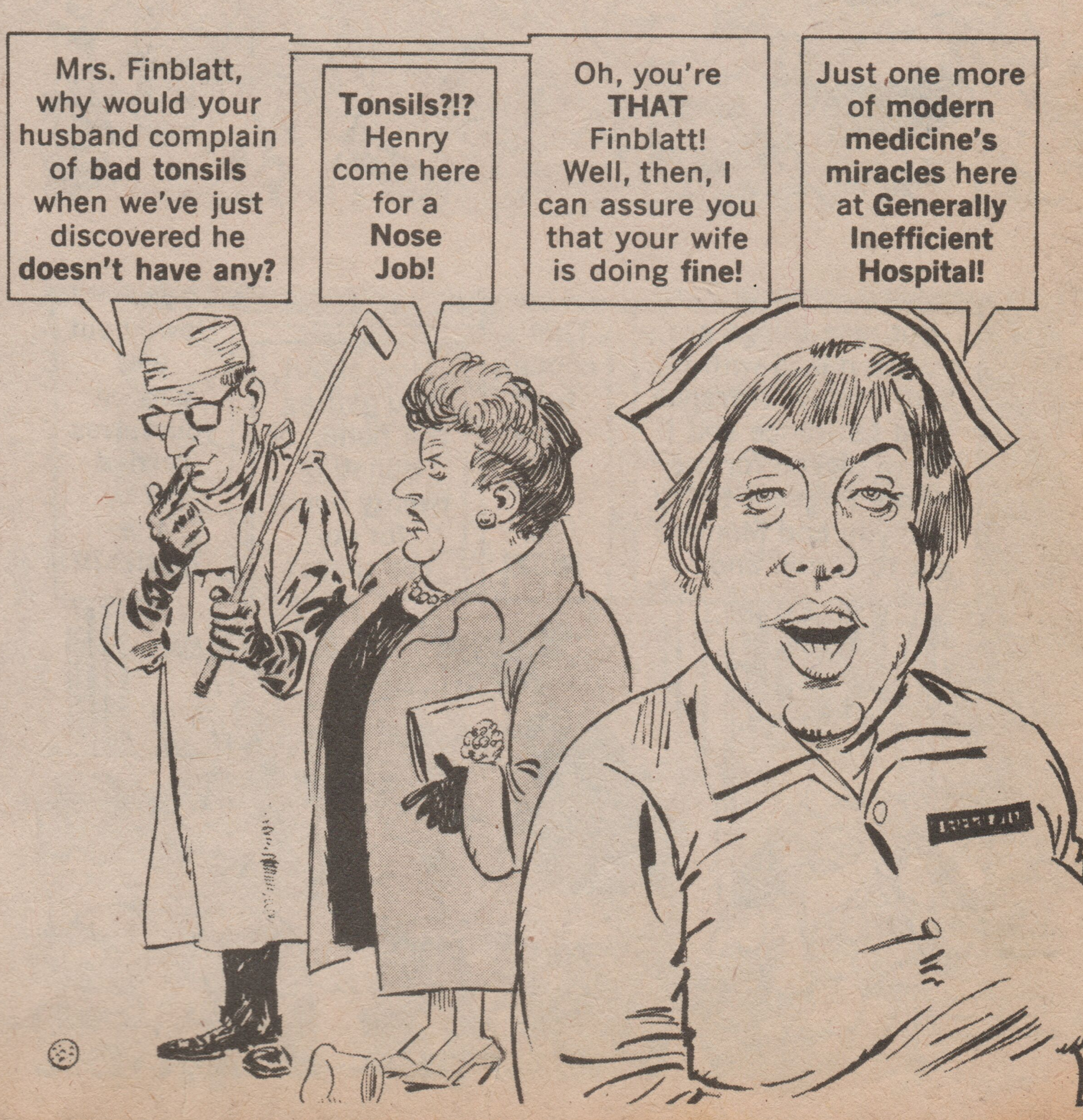
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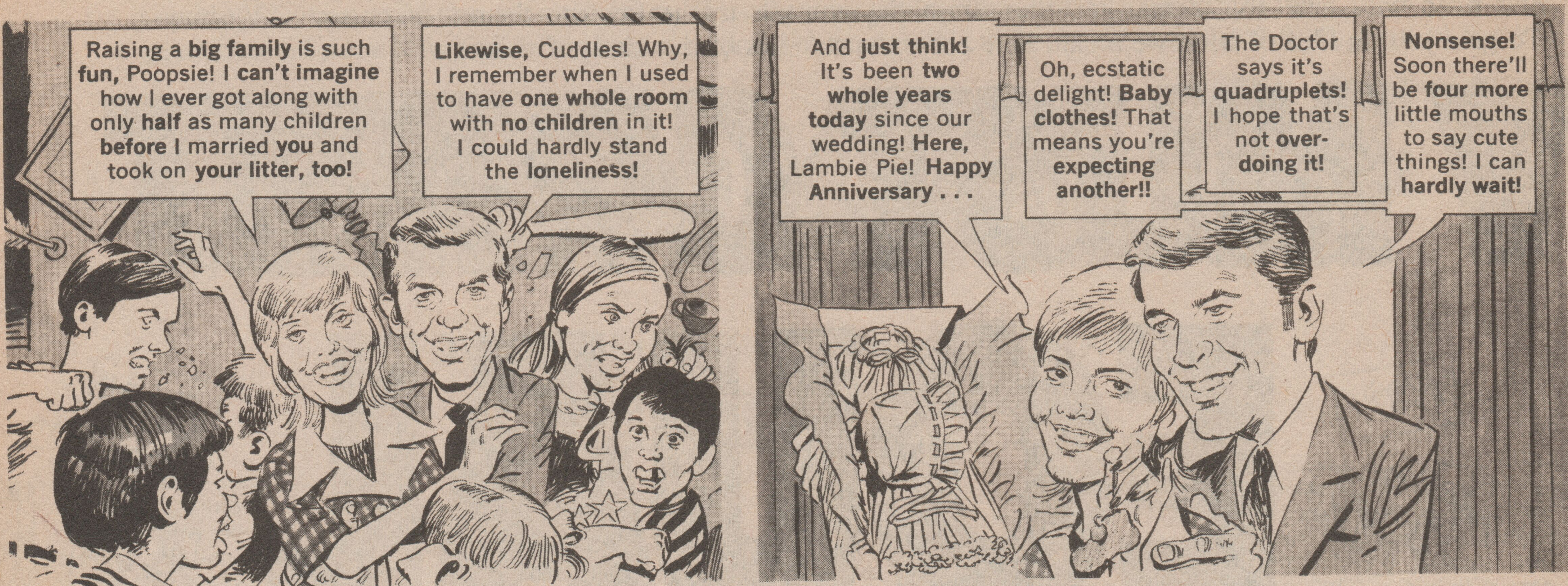
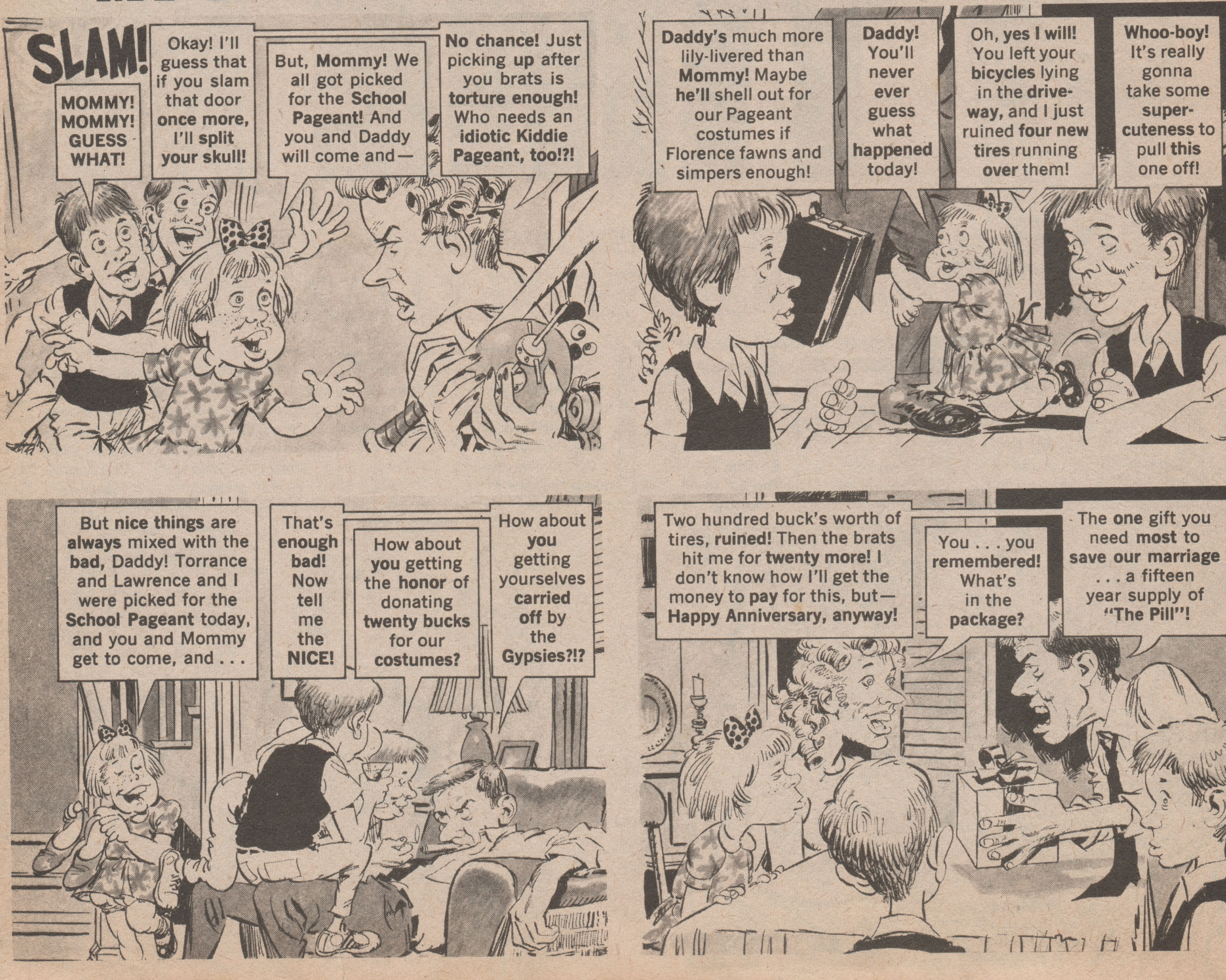
In Demanding Equal Time To Answer . . .

THE BRADY BUNCH


Raising a big family is such fun, Poopsie! I can't imagine how I ever got along with only half as many children before I married you and took on your litter, too!
Likewise, Cuddles! Why, I remember when I used to have one whole room with no children in it! I could hardly stand the loneliness!
And just think! It's been two whole years today since our wedding! Here, Lambie Pie! Happy Anniversary . . .
Oh, ecstatic delight! Baby clothes! That means you're expecting another!!
The Doctor says it's quadruplets! I hope that's not over-doing it!
Nonsense! Soon there'll be four more little mouths to say cute things! I can hardly wait!

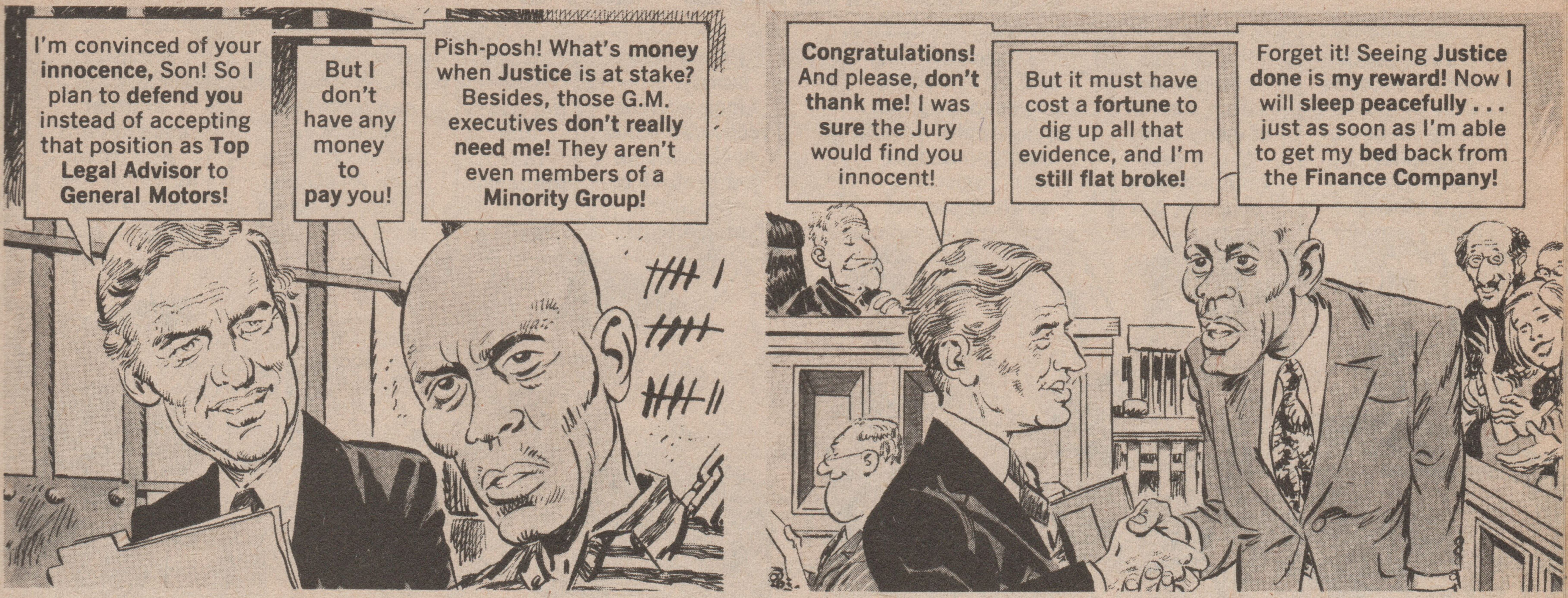
The Committee For Zero Population Growth Presents

MY THREE INSUFFERABLE MOPPETS


SLAM!
MOMMY! MOMMY! GUESS WHAT!
Okay! I'll guess that if you slam that door once more, I'll split your skull!
But, Mommy! We all got picked for the School Pageant! And you and Daddy will come and—
No chance! Just picking up after you brats is torture enough! Who needs an idiotic Kiddie Pageant, too!?!
Daddy's much more lily-livered than Mommy! Maybe he'll shell out for our Pageant costumes if Florence fawns and simpers enough!
Daddy! You'll never ever guess what happened today!
Oh, yes I will! You left your bicycles lying in the driveway, and I just ruined four new tires running over them!
Whoo-boy! It's really gonna take some super-cuteness to pull this one off!
But nice things are always mixed with the bad, Daddy! Torrance and Lawrence and I were picked for the School Pageant today, and you and Mommy get to come, and . . .
That's enough bad! Now tell me the NICE!
How about you getting the honor of donating twenty bucks for our costumes?
How about you getting yourselves carried off by the Gypsies?!?
Two hundred buck's worth of tires, ruined! Then the brats hit me for twenty more! I don't know how I'll get the money to pay for this, but— Happy Anniversary, anyway!
You . . . you remembered! What's in the package?
The one gift you need most to save our marriage . . . a fifteen year supply of "The Pill"!

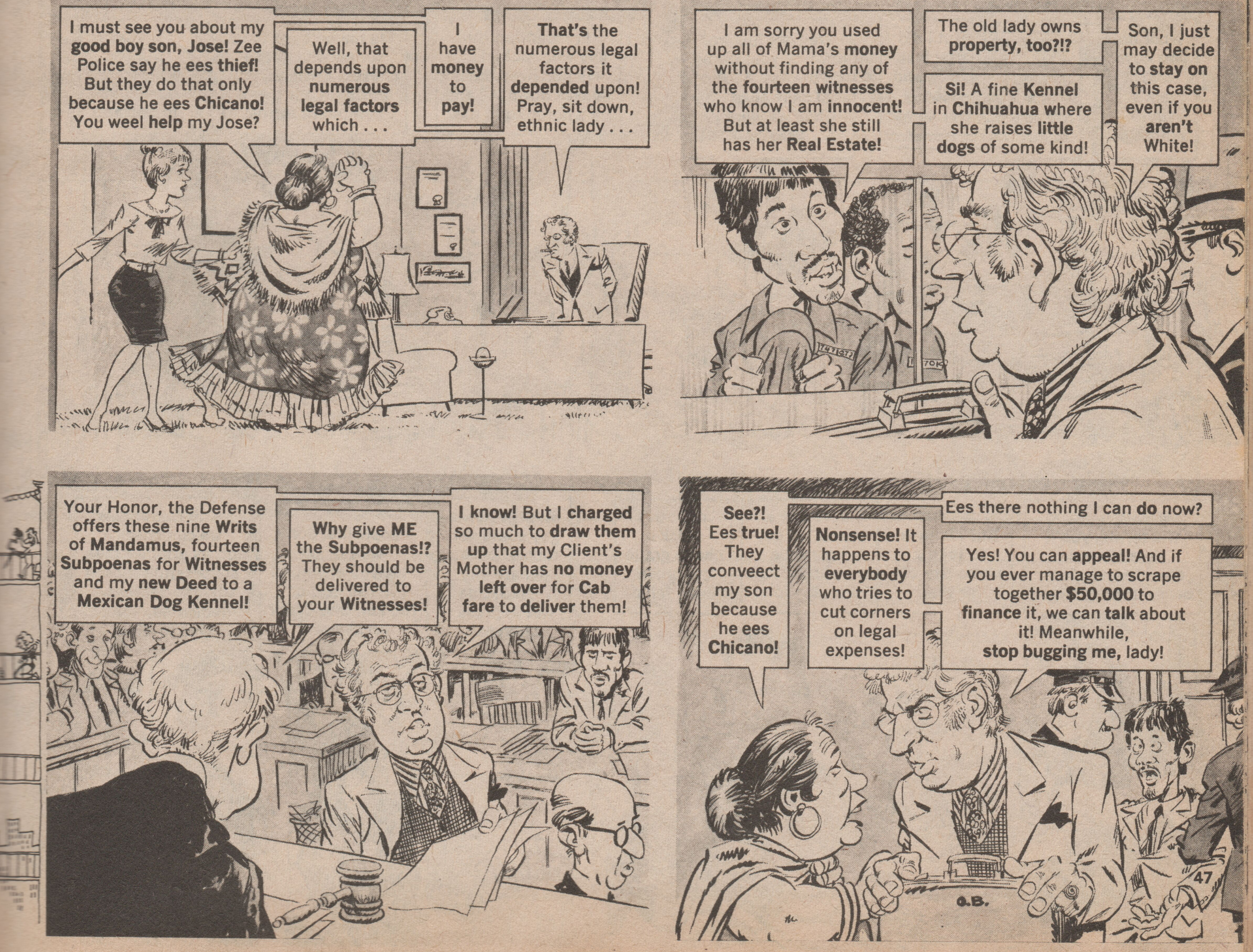
In Demanding Equal Time To Answer . . .

OWEN MARSHALL, COUNSELOR AT LAW


I'm convinced of your **innocence,** Son! So I plan to **defend you** instead of accepting that position as **Top Legal Advisor** to **General Motors!**
But I don't have any money to **pay** you!
Pish-posh! What's **money** when **Justice** is at stake? Besides, those G.M. executives **don't really need me!** They aren't even members of a **Minority Group!**
Congratulations! And please, **don't thank me!** I was **sure** the Jury would find you innocent!
But it must have cost a **fortune** to dig up all that evidence, and I'm **still flat broke!**
Forget it! Seeing **Justice done** is **my reward!** Now I will **sleep peacefully . . .** just as soon as I'm able to get my **bed** back from the **Finance Company!**

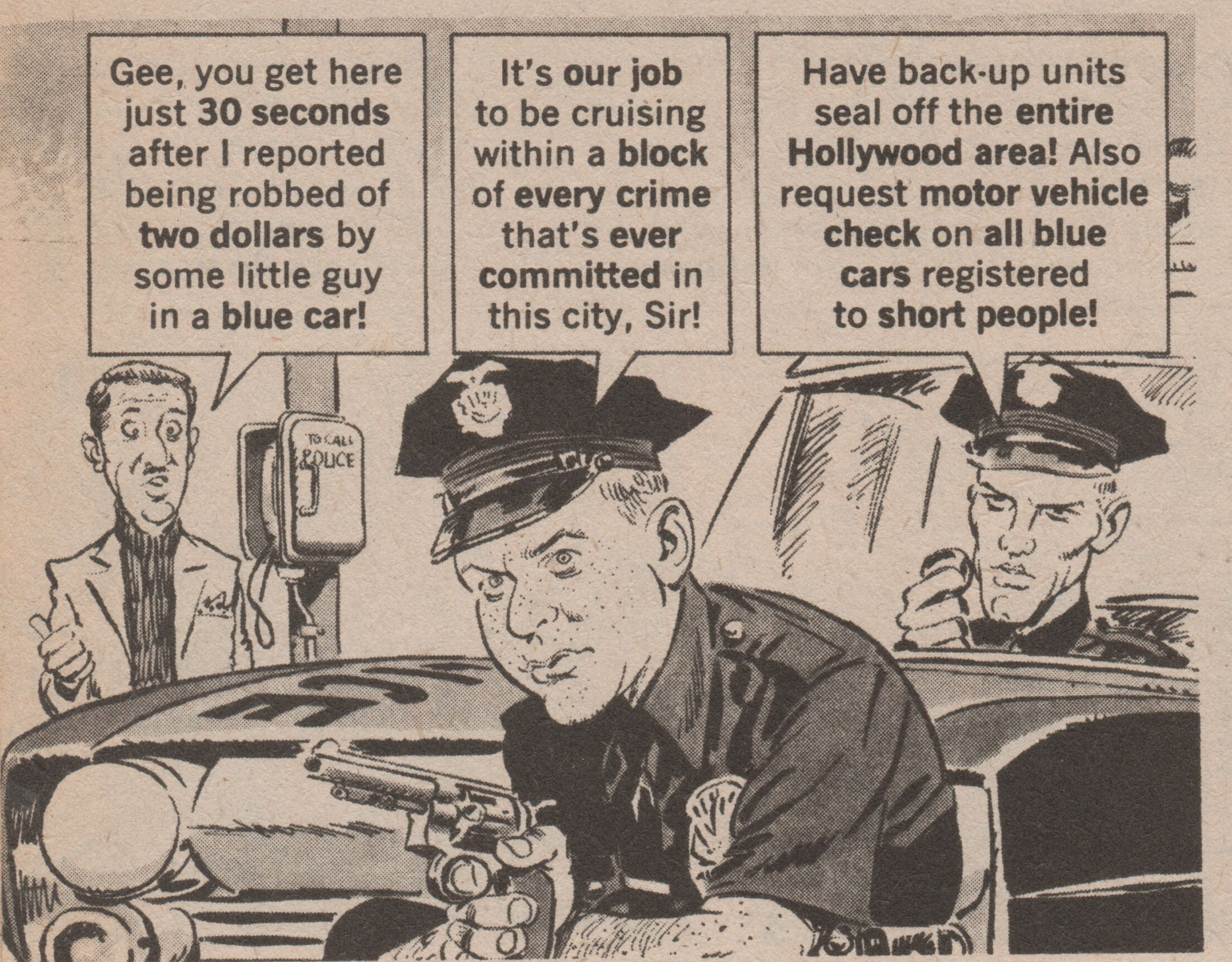
The Alliance Of Wrongly Convicted Prisoners Presents

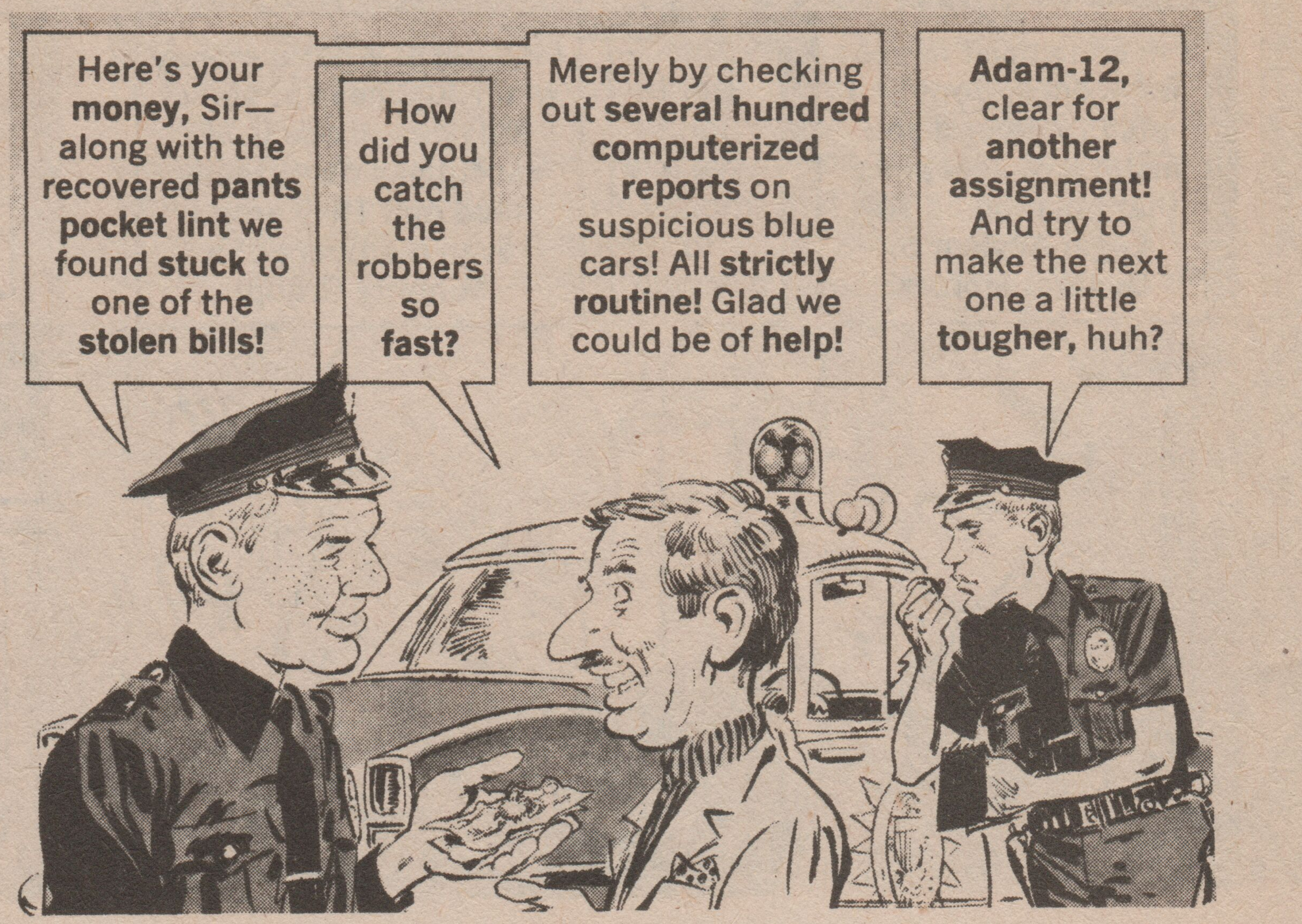
OWEN BIGFEE, COUNSELOR AT LAW


I must see you about my **good boy son, Jose!** Zee Police say he ees **thief!** But they do that only because he ees **Chicano!** You weel **help** my Jose?
Well, that depends upon **numerous legal factors** which . . .
I have **money** to **pay!**
That's the numerous legal factors it **depended** upon! Pray, sit down, ethnic lady . . .
I am sorry you used up all of Mama's **money** without finding any of the **fourteen witnesses** who know I am **innocent!** But at least she still has her **Real Estate!**
The old lady owns **property, too?!?**
Si! A fine **Kennel** in **Chihuahua** where she raises **little dogs** of some kind!
Son, I just may decide to **stay on** this case, even if you **aren't** White!
Your Honor, the Defense offers these nine **Writs** of **Mandamus,** fourteen **Subpoenas** for **Witnesses** and my **new Deed** to a **Mexican Dog Kennel!**
Why give ME the Subpoenas!? They should be delivered to your **Witnesses!**
I know! But I **charged** so much to **draw them up** that my Client's Mother has **no money left over** for **Cab fare** to **deliver** them!
See?! Ees true! They conveect my son because he ees **Chicano!**
Nonsense! It happens to **everybody** who tries to cut corners on legal expenses!
Ees there nothing I can **do** now?
Yes! You can **appeal!** And if you ever manage to scrape together **$50,000** to **finance** it, we can **talk** about it! Meanwhile, **stop bugging me, lady!**
G.B.

In Demanding Equal Time To Answer . . .

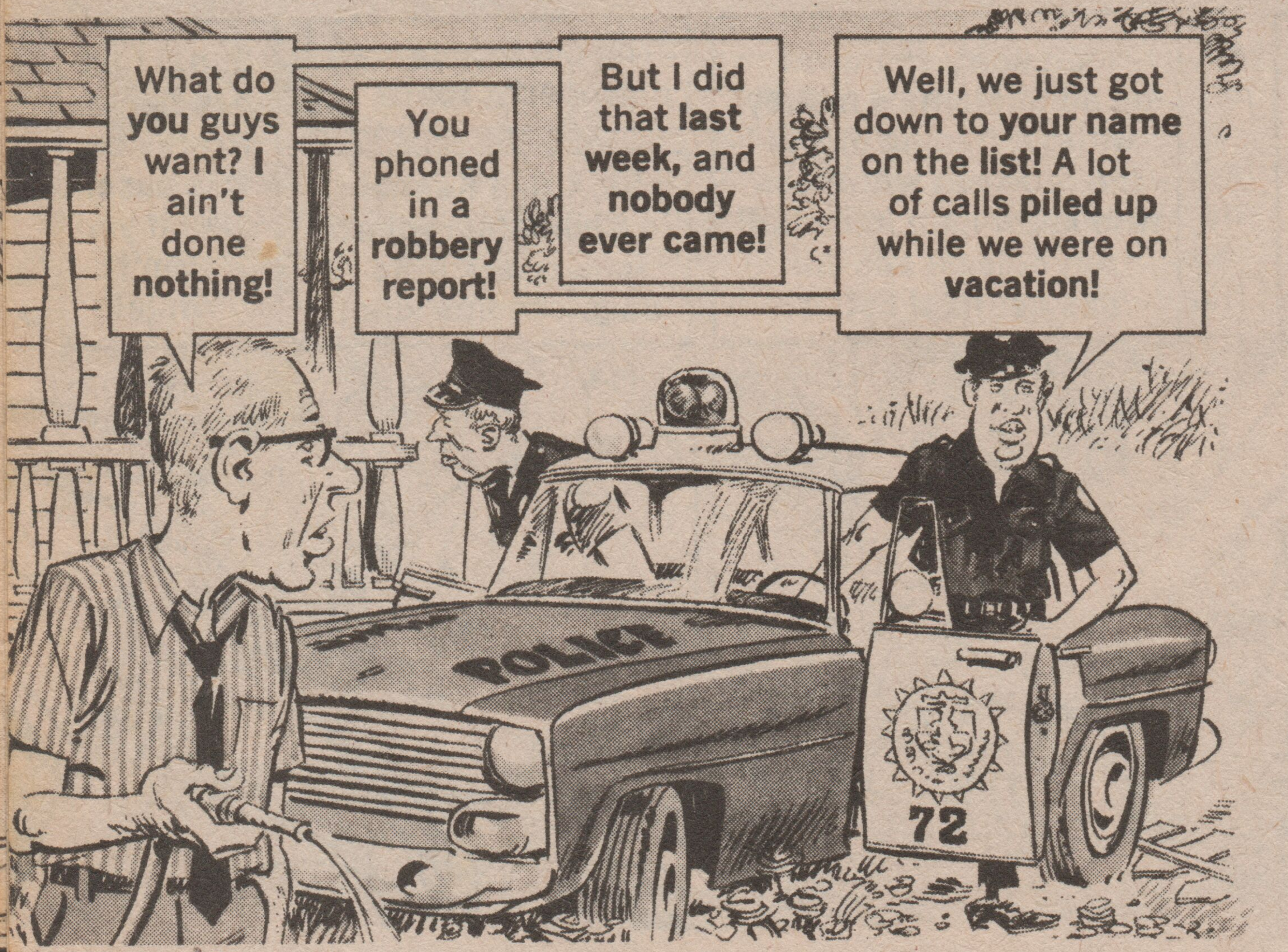
ADAM 12

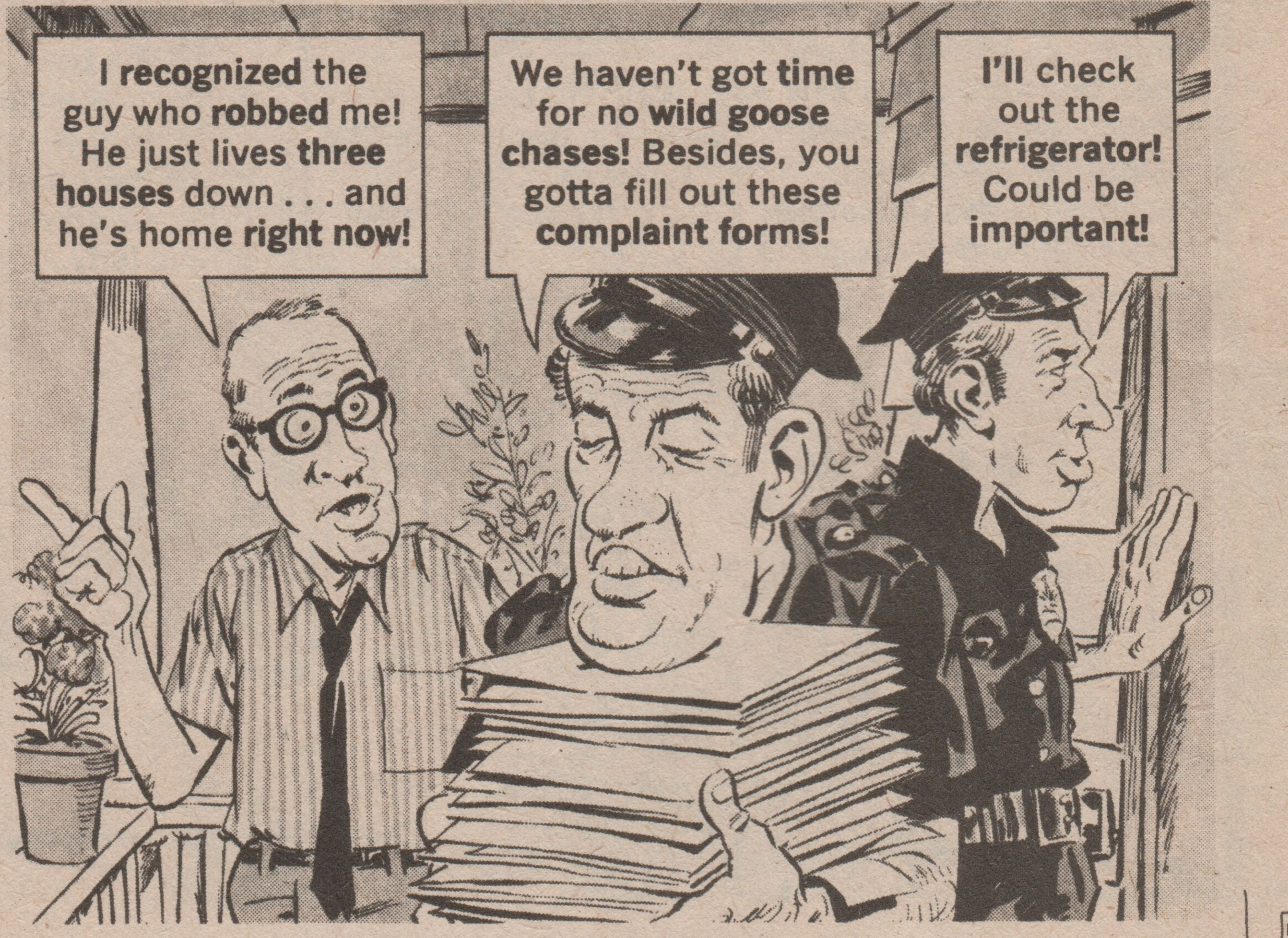

Gee, you get here just 30 seconds after I reported being robbed of two dollars by some little guy in a blue car!
It's our job to be cruising within a block of every crime that's ever committed in this city, Sir!
Have back-up units seal off the entire Hollywood area! Also request motor vehicle check on all blue cars registered to short people!
TO CALL POLICE

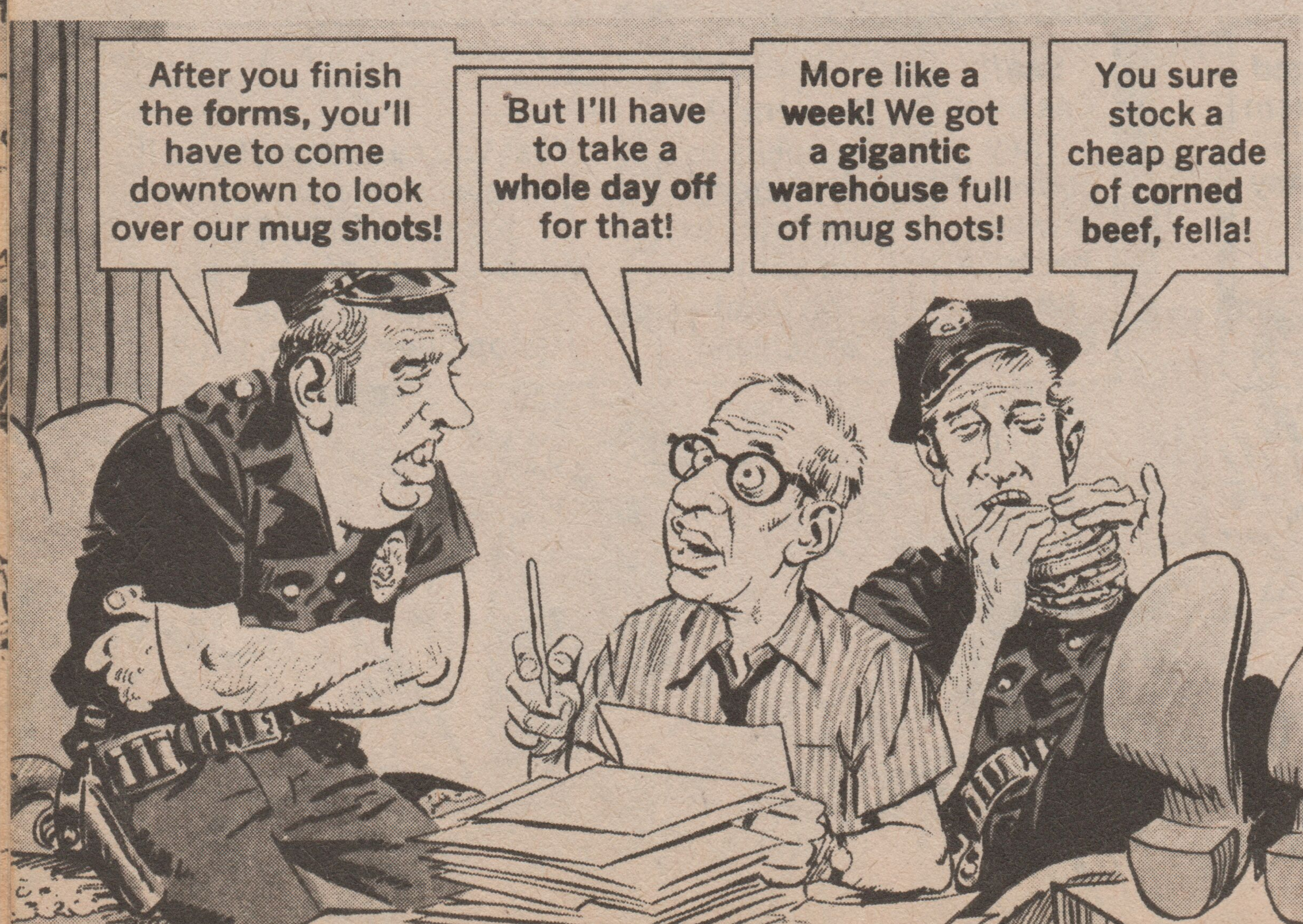

Here's your money, Sir— along with the recovered pants pocket lint we found stuck to one of the stolen bills!
How did you catch the robbers so fast?
Merely by checking out several hundred computerized reports on suspicious blue cars! All strictly routine! Glad we could be of help!
Adam-12, clear for another assignment! And try to make the next one a little tougher, huh?

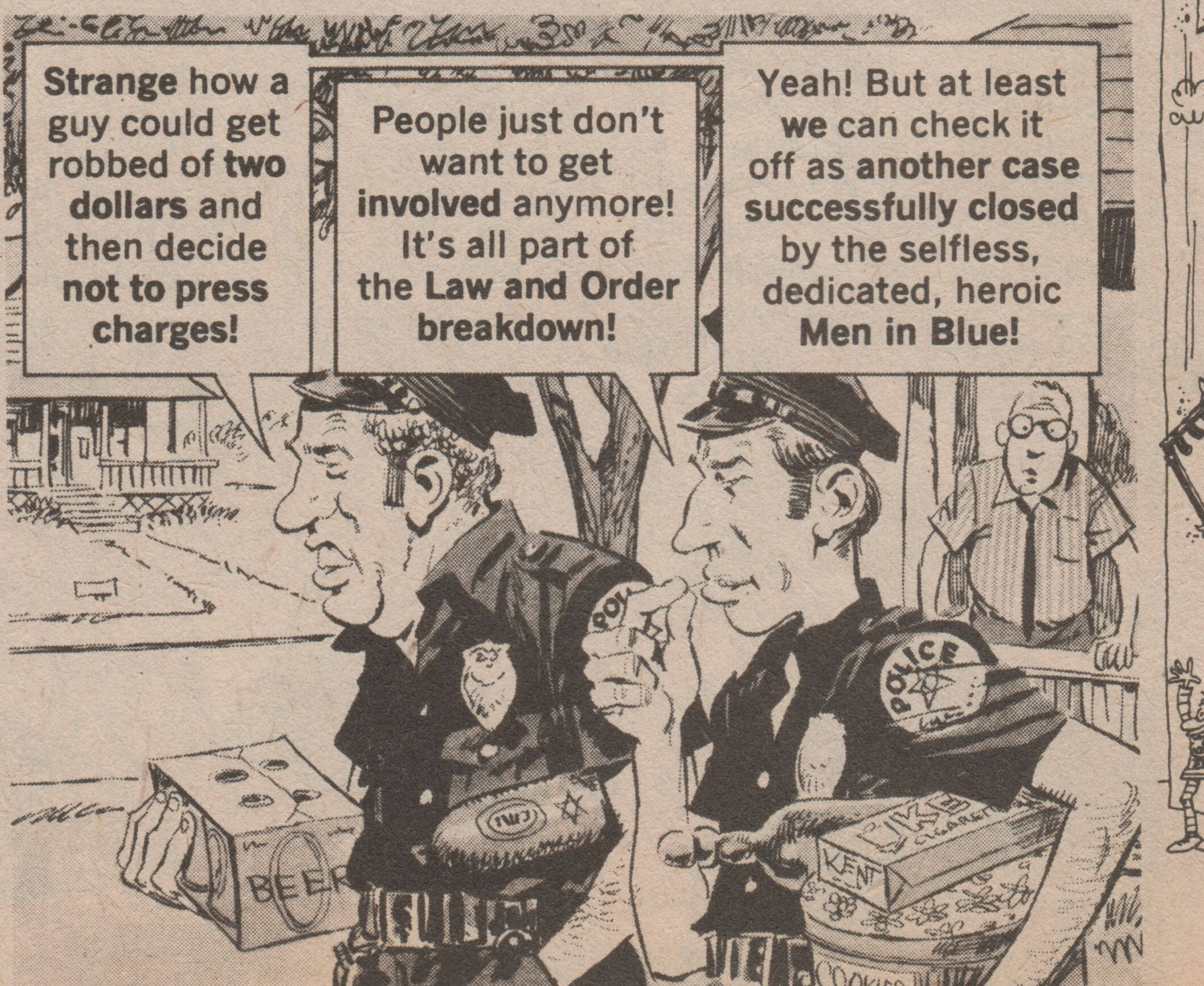
The Beleagured League Of Crime Victims Presents

SLOVENLY FUZZ-UNIT 12


What do you guys want? I ain't done nothing!
You phoned in a robbery report!
But I did that last week, and nobody ever came!
Well, we just got down to your name on the list! A lot of calls piled up while we were on vacation!
POLICE
72

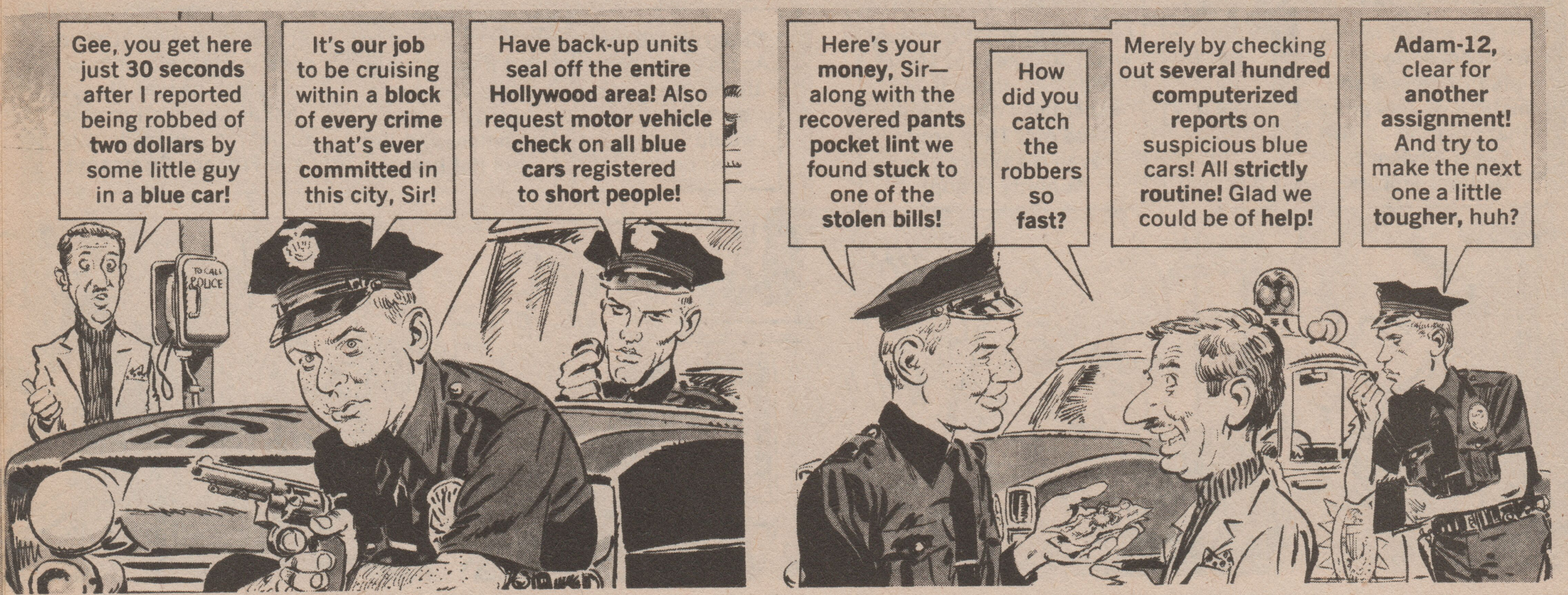

I recognized the guy who robbed me! He just lives three houses down . . . and he's home right now!
We haven't got time for no wild goose chases! Besides, you gotta fill out these complaint forms!
I'll check out the refrigerator! Could be important!


After you finish the forms, you'll have to come downtown to look over our mug shots!
But I'll have to take a whole day off for that!
More like a week! We got a gigantic warehouse full of mug shots!
You sure stock a cheap grade of corned beef, fella!


Strange how a guy could get robbed of two dollars and then decide not to press charges!
People just don't want to get involved anymore! It's all part of the Law and Order breakdown!
Yeah! But at least we can check it off as another case successfully closed by the selfless, dedicated, heroic Men in Blue!
POLICE
BEER
KENT
COOKIES

In Demanding Equal Time To Answer . . .

ADAM 12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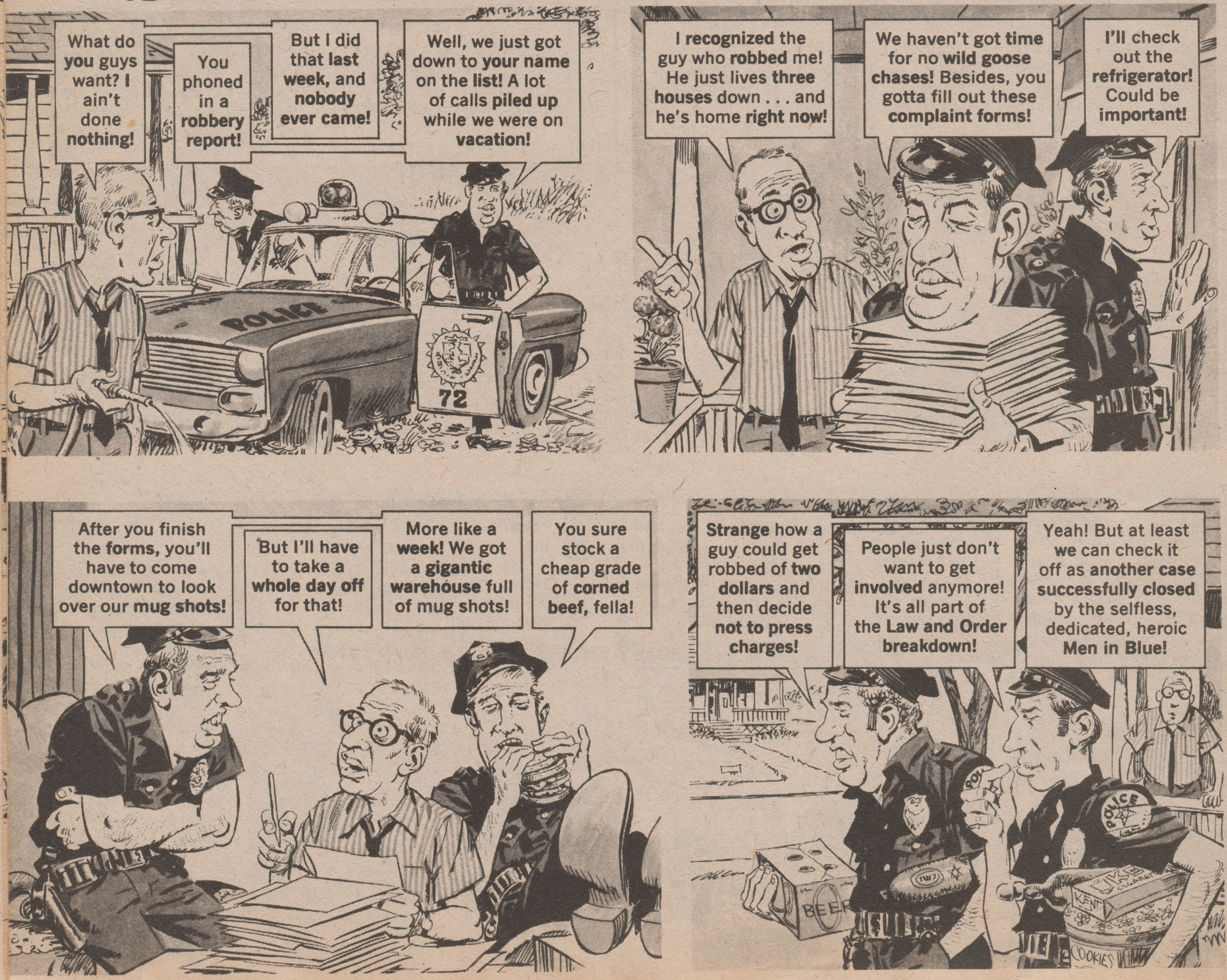
The Beleaguered League Of Crime Victims Presents

SLOVENLY FUZZ-UNIT 12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POLICE
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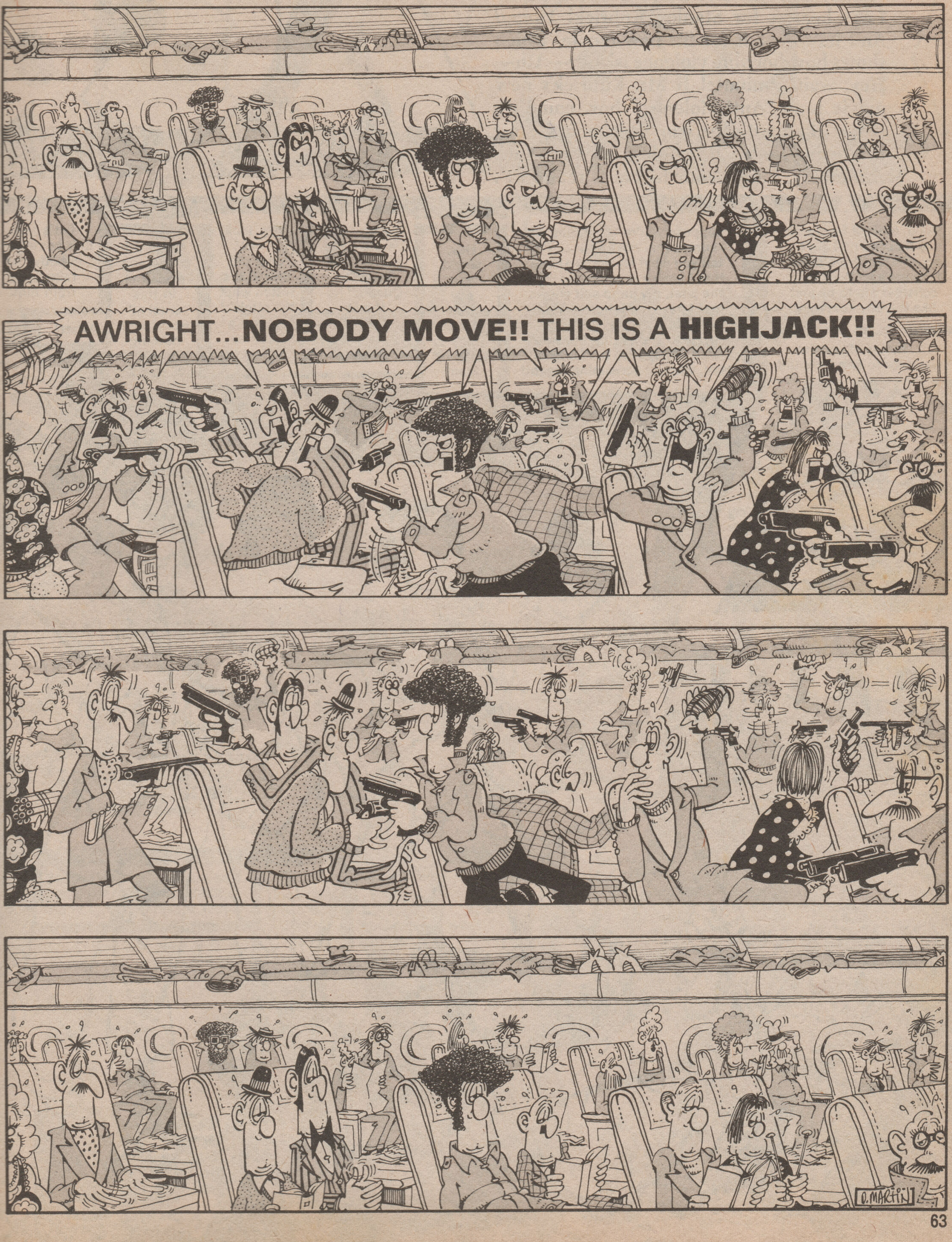
POLICE
BEER
KENT
COOKIES

DON MARTIN DEPT. PART II

ONE DAY ON A TRANSCONTINENTAL JET

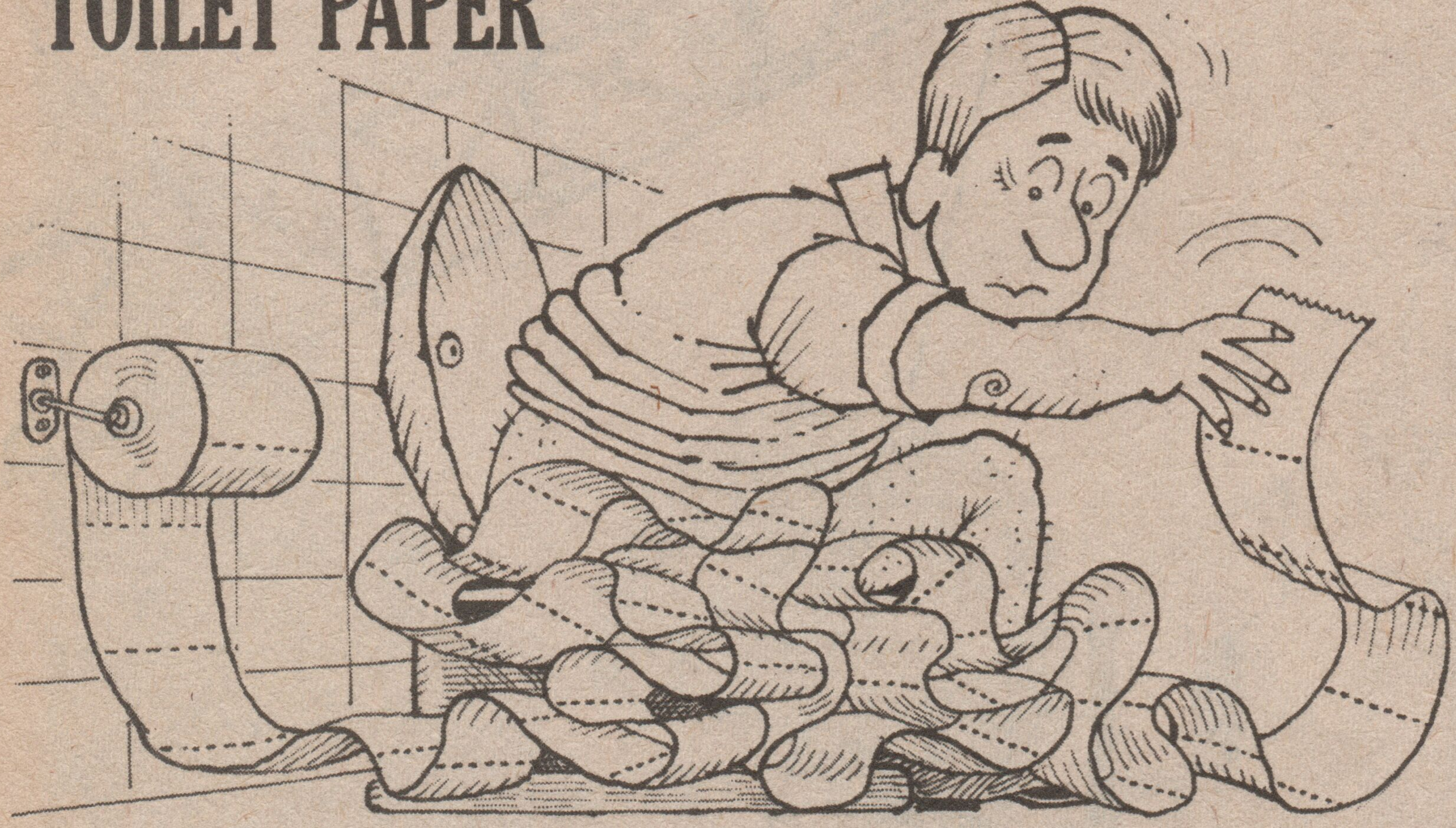

AWRIGHT...NOBODY MOVE!! THIS IS A HIGHJACK!!
D. MARTIN

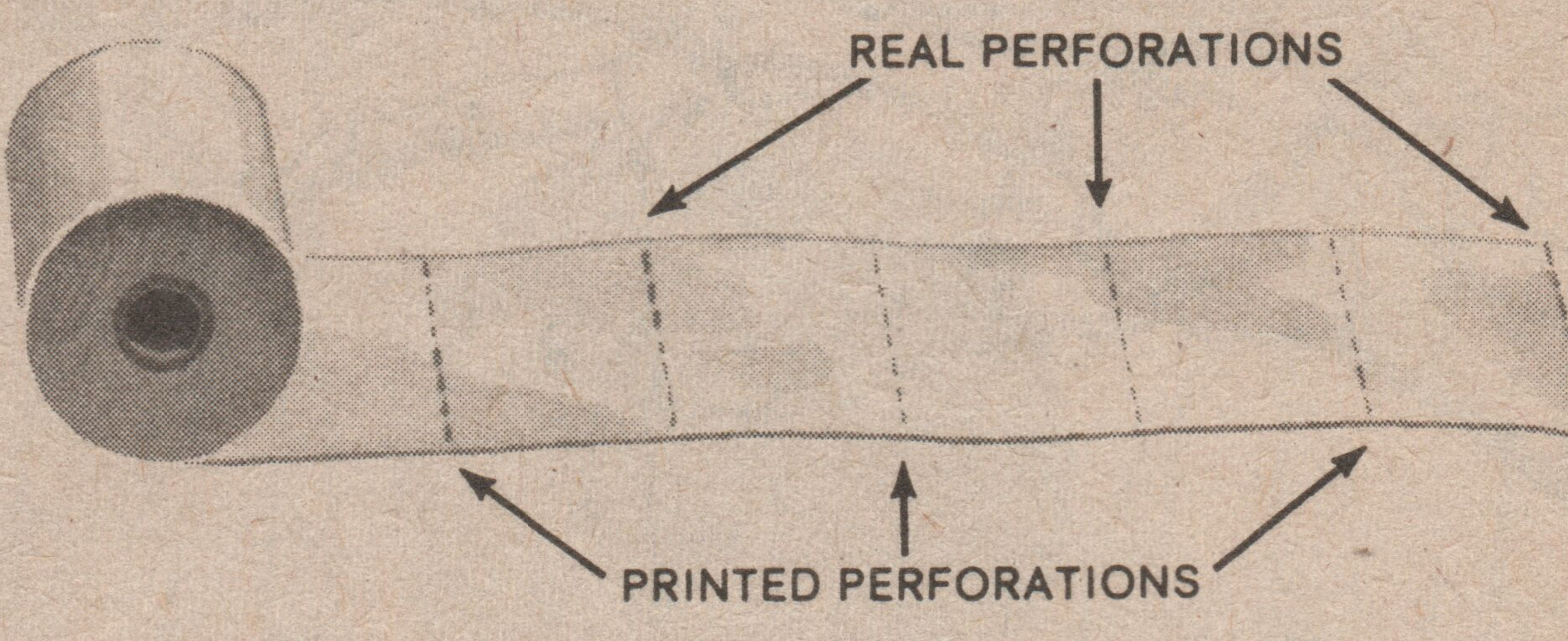
A WORSE MOUSETRAP DEPT.

The big corporations have always depended upon "Planned Obsolescence", the calculated rapid breakdown in acceptable design and performance of their products, to keep their coffers filled. Planned Obsolescence boosts sales and profits by insuring quick replacement of worn-out or outmoded items. Recently, consumer crusaders

PLANNED OBSOLESCENCE

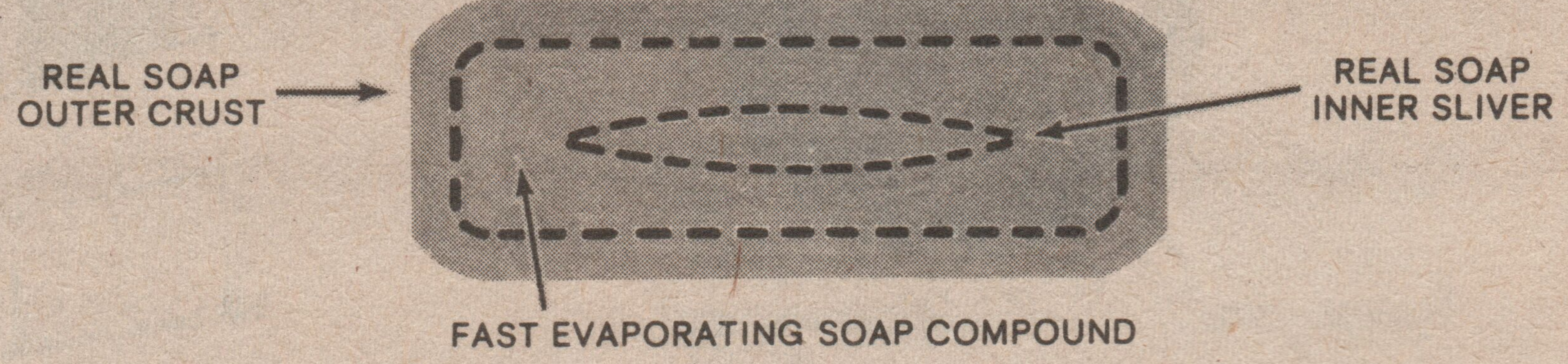
TOILET PAPER

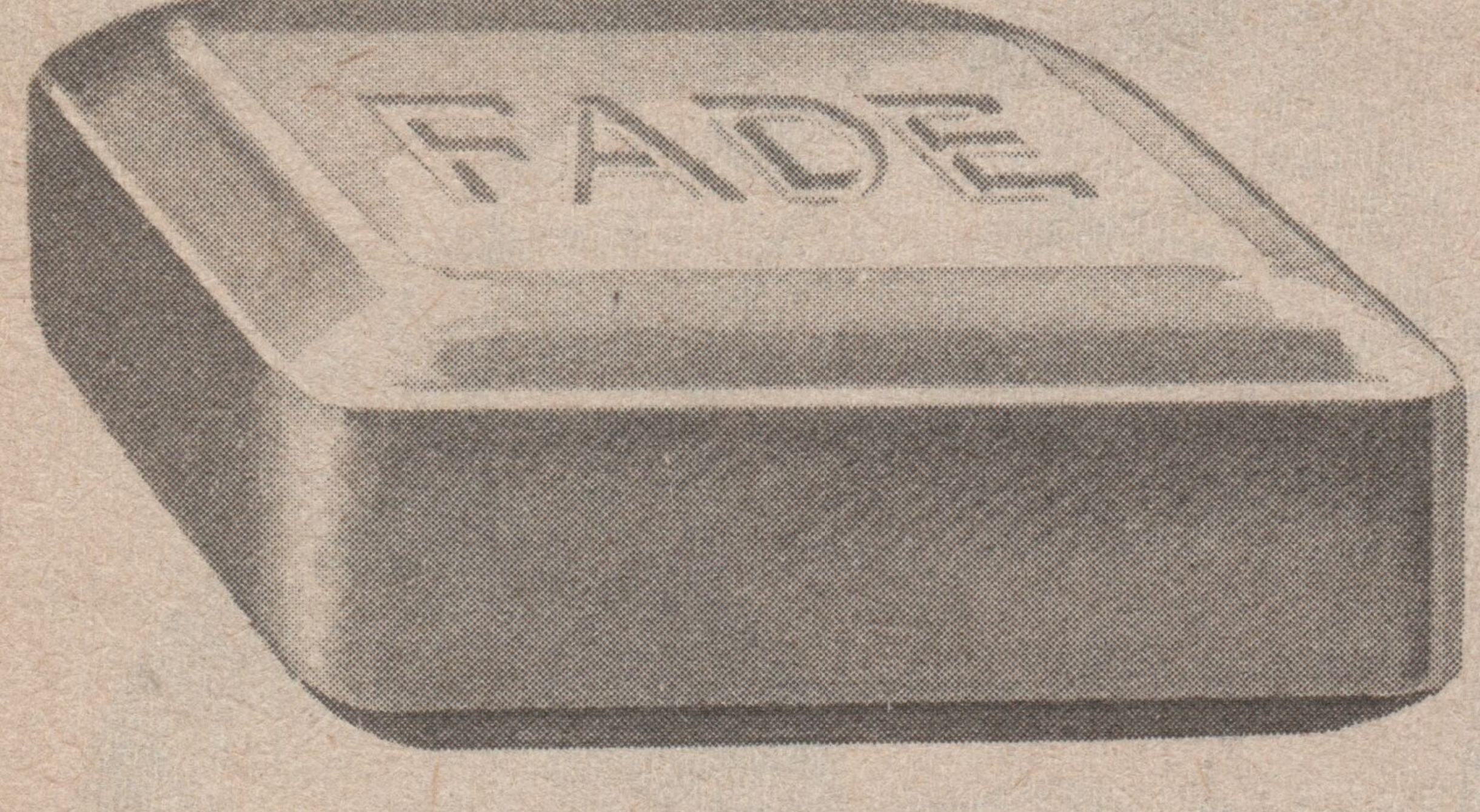




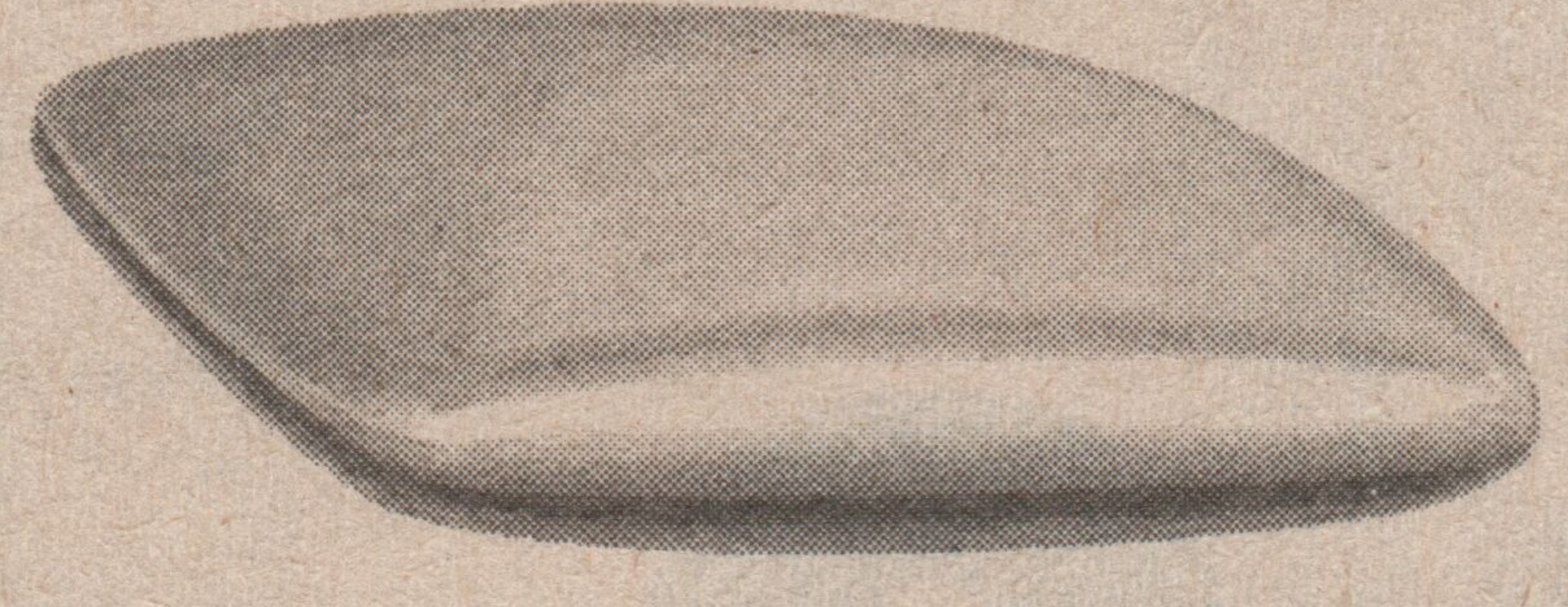
Careful examinations have disclosed that perforations alternate between real ones and phony ones. Phony ones are only printed on. Thus, when consumer gives normal yank, five feet of tissue cascades onto floor. Since consumer never suspects real reason, he vows time and again to be more careful next time. Of course, tissue on floor is discarded...and roll goes fast that way.

SOAP

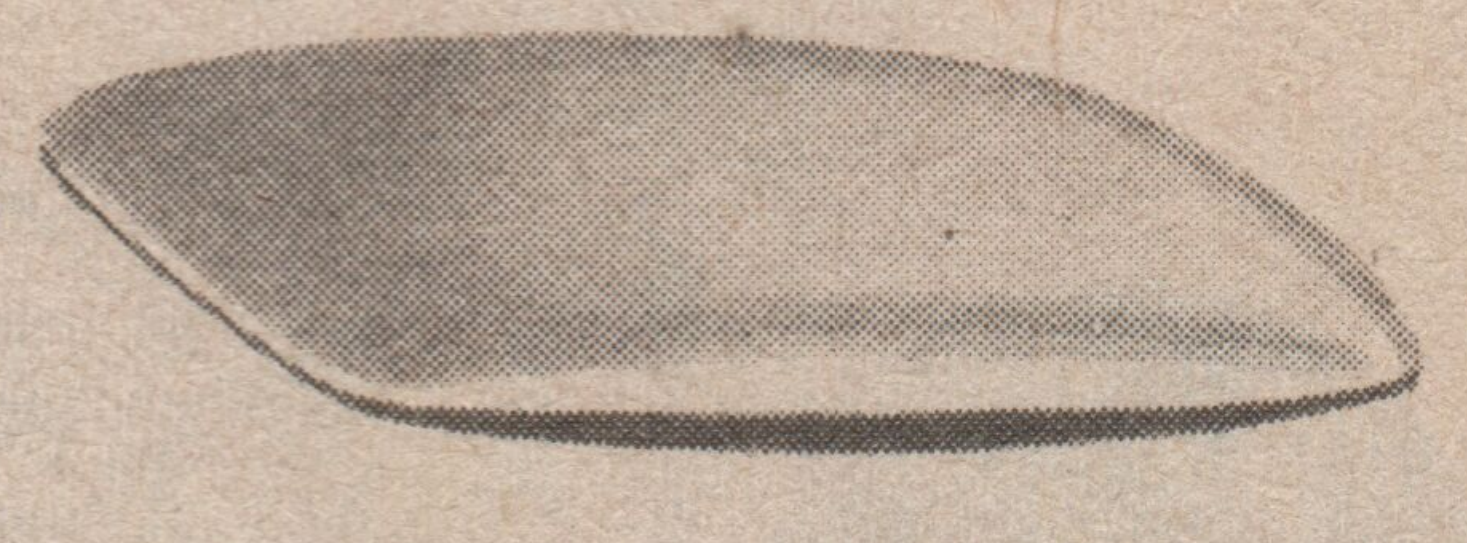




NEWLY UNWRAPPED



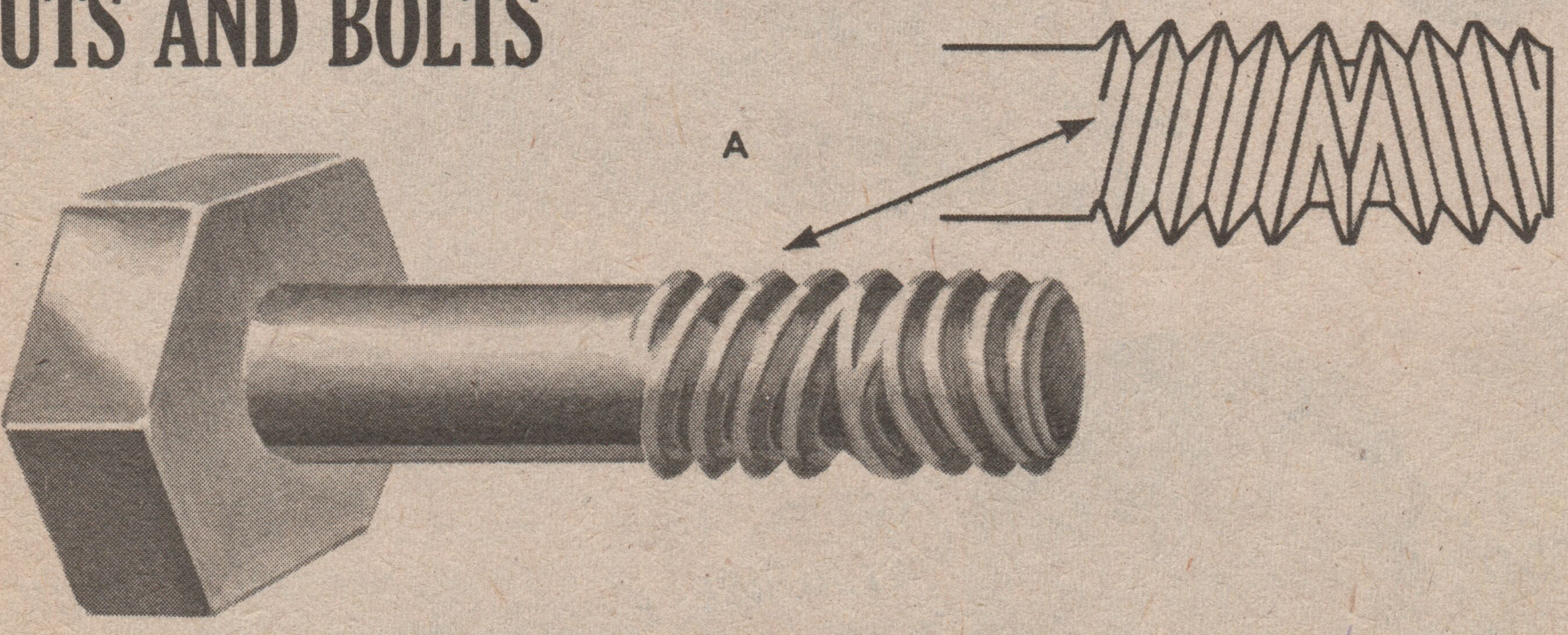
2 DAYS LATER



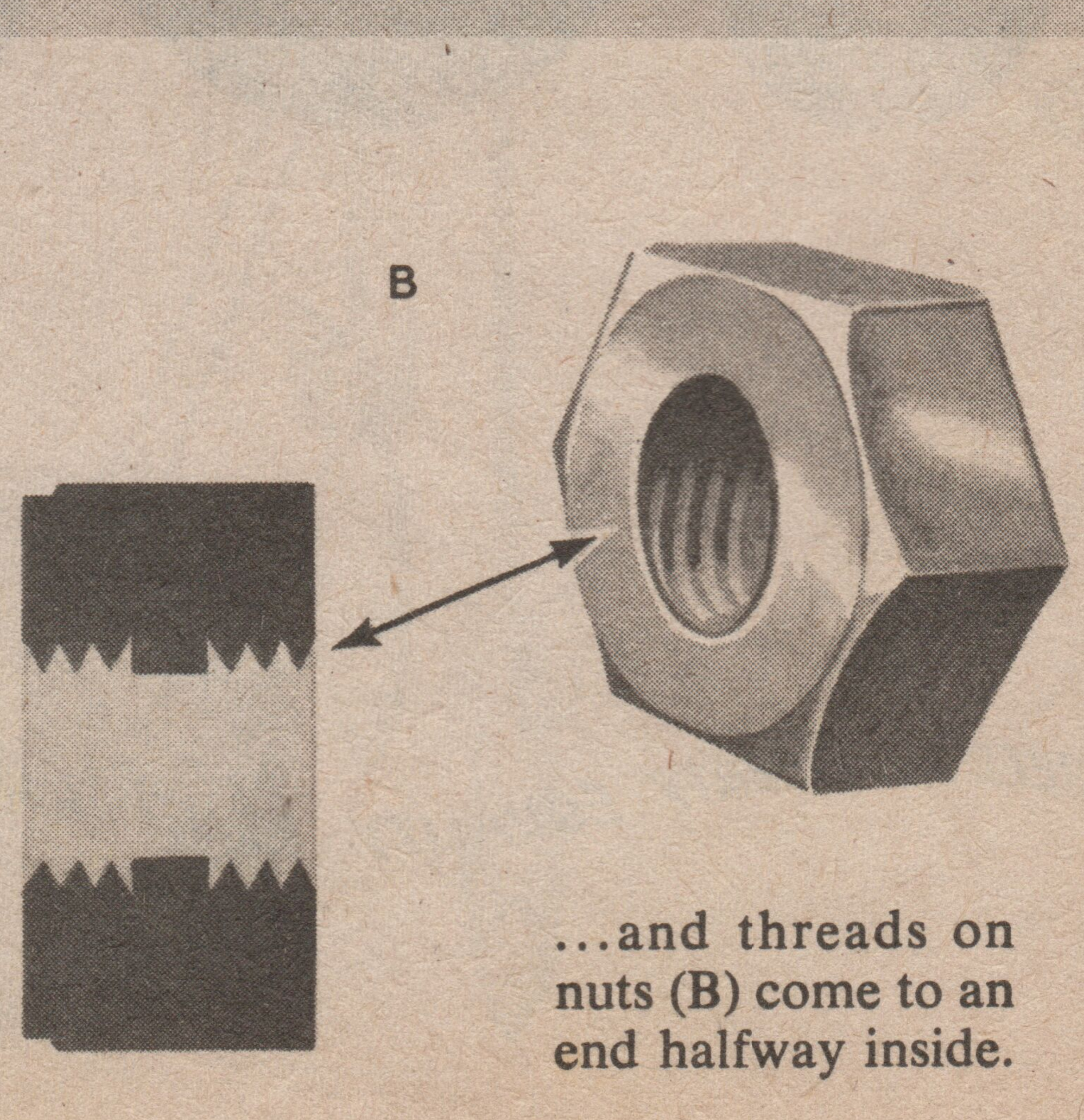
5 DAYS LATER

Most bars of soap will turn into slivers in about 5 days whether soap is used or not. This is due to presence of "fast evaporating soap compound"—located between normal outer crust and inner sliver—which is dissolved by air.

NUTS AND BOLTS



Many ordinary nuts and bolts are virtually useless. For example, threads on bolts (A) are manufactured so that they cannot work with any ordinary nuts...



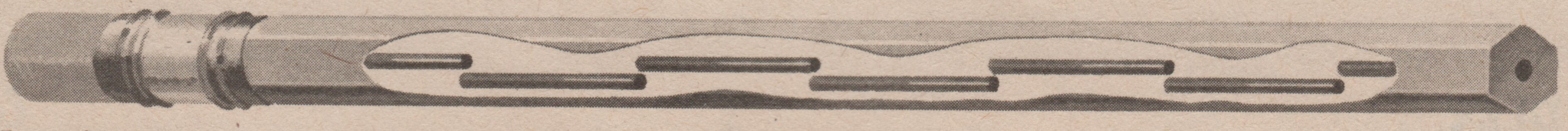
...and threads on nuts (B) come to an end halfway inside.

like Ralph Nader have been exposing the despicable practice of Planned Obsolescence in the automobile and appliance fields. But the use of Planned Obsolescence in less spectacular, but no less important products, that the average consumer cannot do without, has been totally ignored. And so, to fill the gap, here's a MAD report on

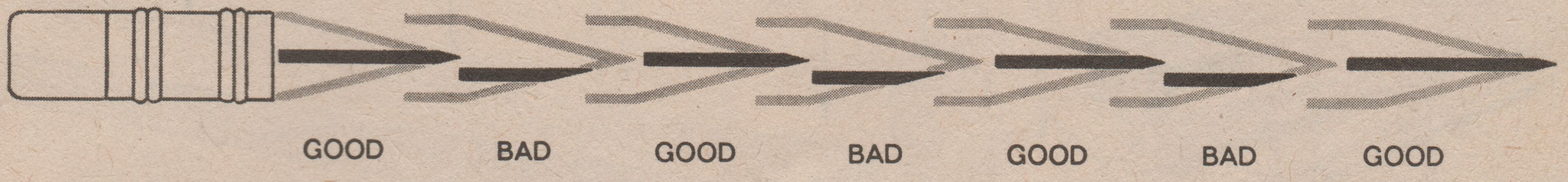
IN EVERYDAY PRODUCTS

ARTIST & WRITER: AL JAFFEE

PENCILS

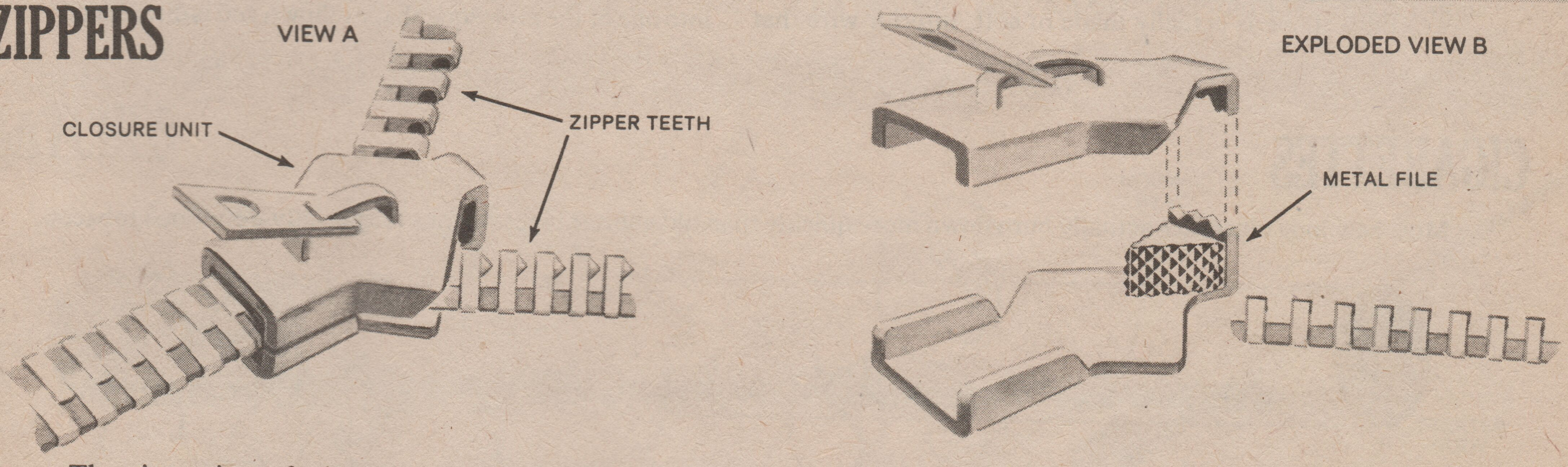


Investigation shows how lead is placed in many pencils today, and the kinds of points you get when you sharpen them.


GOOD
BAD
GOOD
BAD
GOOD
BAD
GOOD

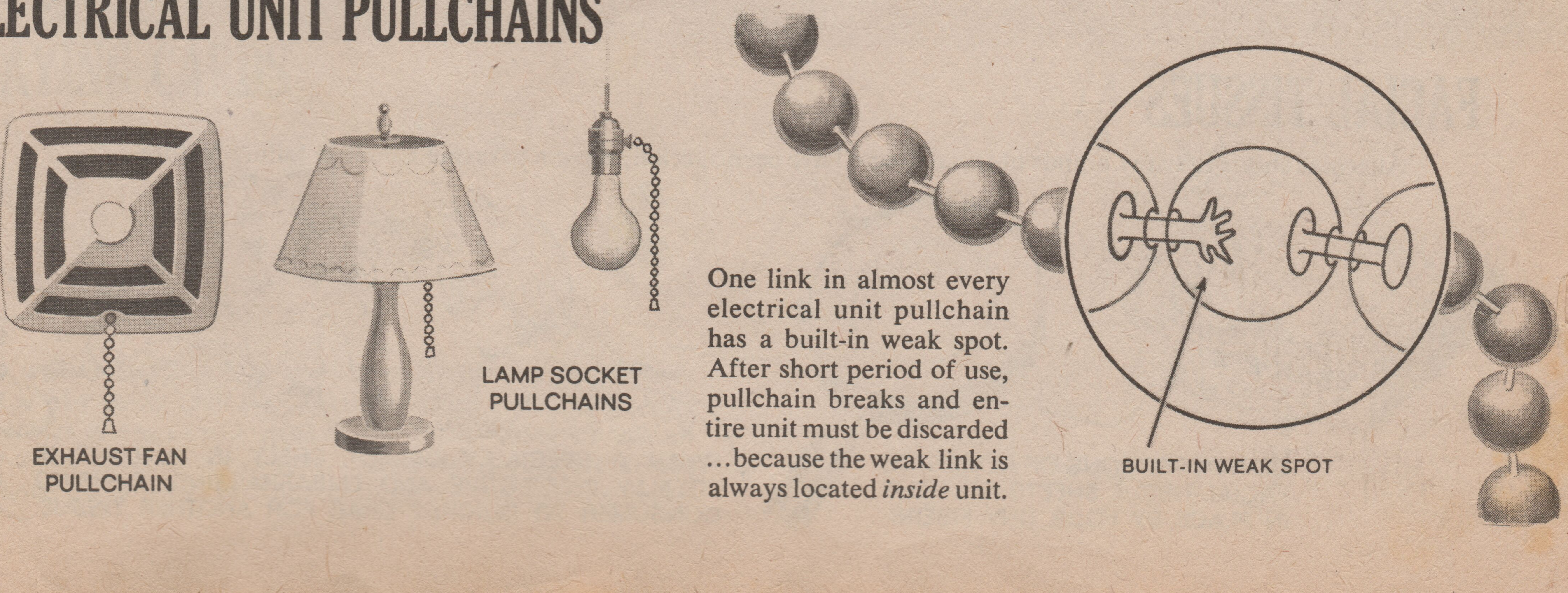
Note that every other point is bad. As a result, when the consumer sharpens pencil, he keeps doing it until he gets a good point. Thus, he uses up this pencil twice as fast as a well-made one, and the sharpener is usually blamed.

ZIPPERS


VIEW A
CLOSURE UNIT
ZIPPER TEETH
EXPLODED VIEW B
METAL FILE

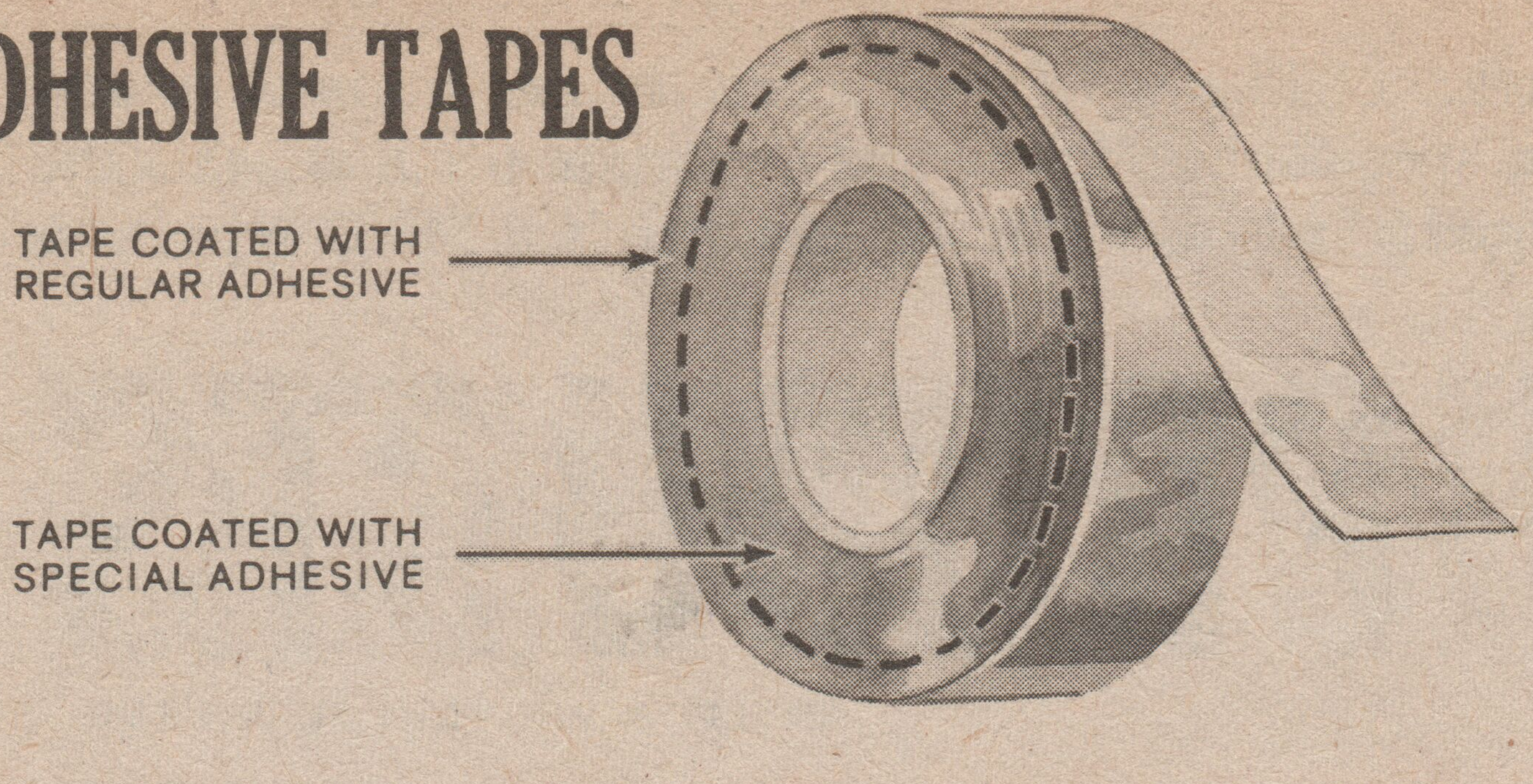
The zipper is so foolproof that it could be made to last forever. But what good would that be? So, as in exploded view (B) above, we see how a carefully placed metal file in every closure unit goes to work on the zipper teeth as it moves up and down over them, wearing them out quickly. This causes gapping, jamming and—best of all—*replacing!*

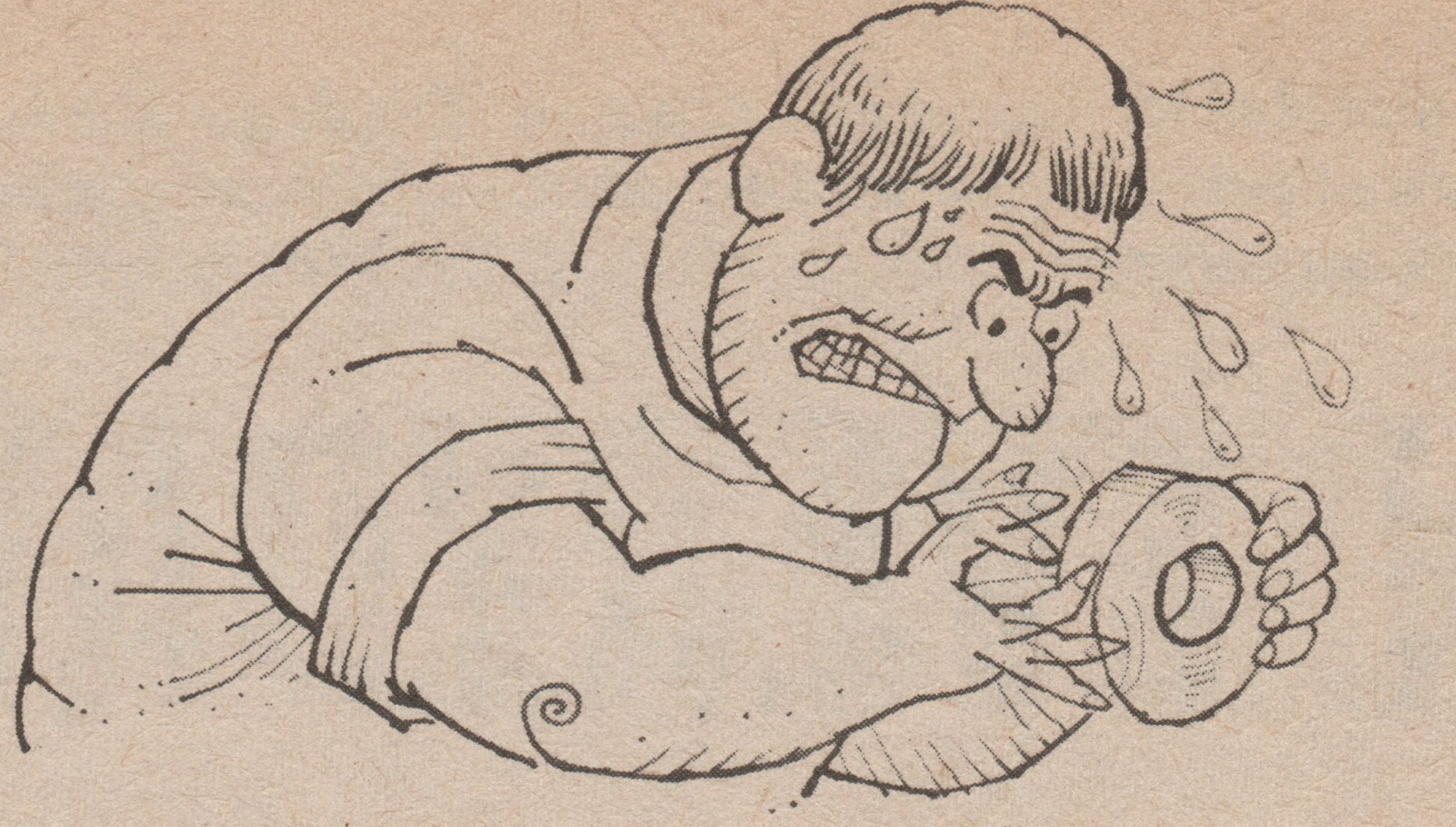
ELECTRICAL UNIT PULLCHAINS


EXHAUST FAN PULLCHAIN
LAMP SOCKET PULLCHAINS
BUILT-IN WEAK SPOT

One link in almost every electrical unit pullchain has a built-in weak spot. After short period of use, pullchain breaks and entire unit must be discarded ...because the weak link is always located *inside* unit.

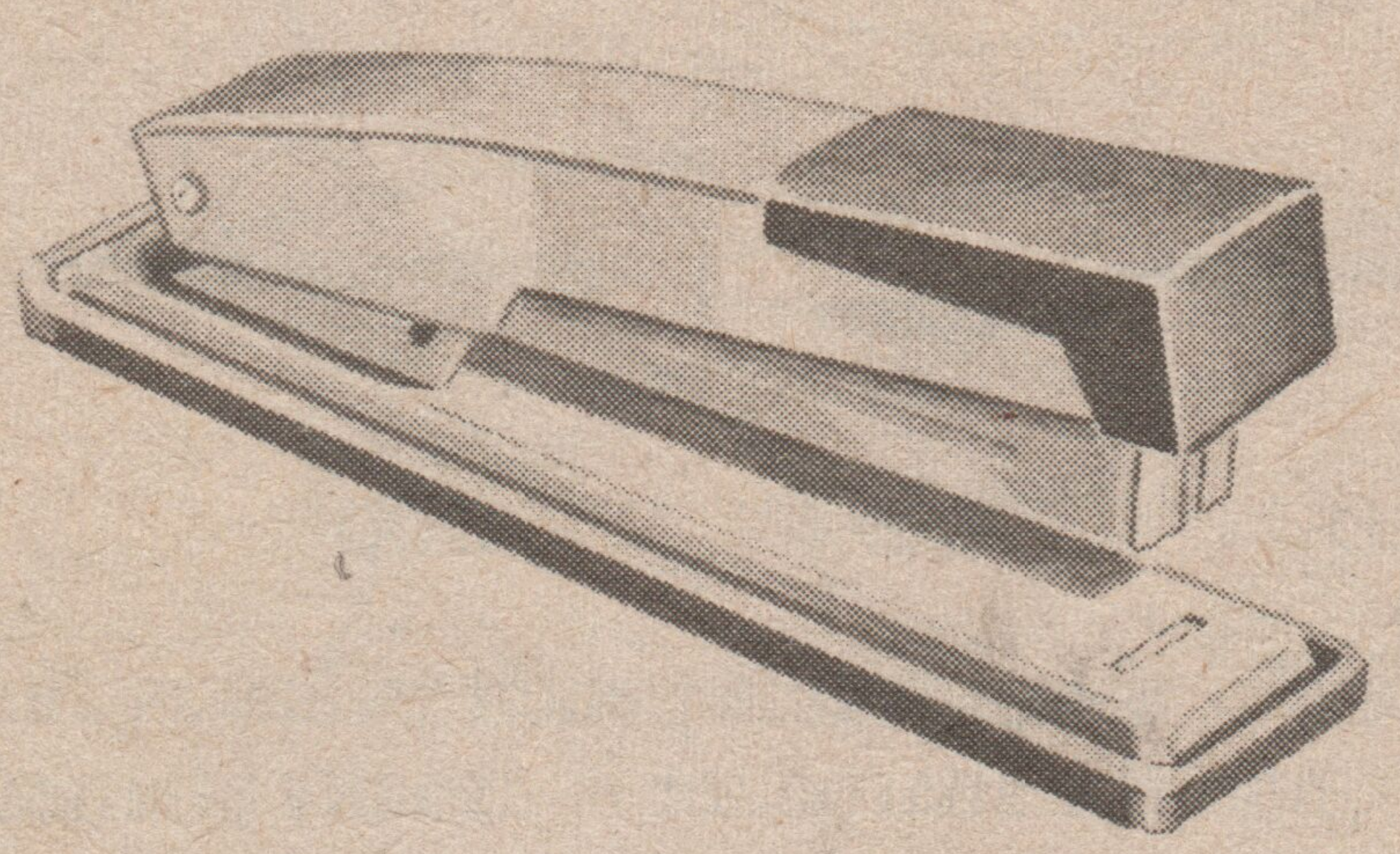
ADHESIVE TAPES

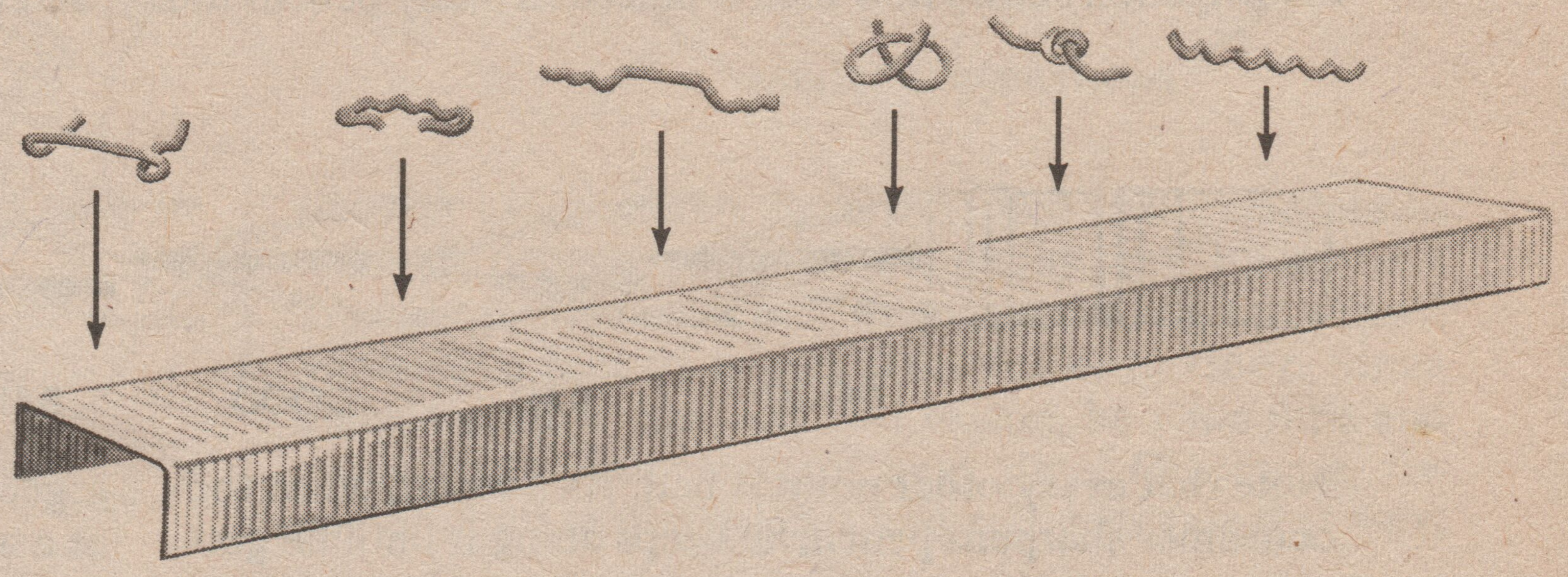

TAPE COATED WITH REGULAR ADHESIVE
TAPE COATED WITH SPECIAL ADHESIVE



First three feet of most adhesive tapes are coated with the normal adhesive and unrolled easily. But after that, a special adhesive is used which has been designed to stick best to tape itself. This makes it virtually impossible to remove more than one inch of tape at a time, and the disgusted consumer, thinking it's just old, buys new roll.

STAPLES





Most bars of staples look perfectly innocent. But every third staple is actually made of soft, inferior wire that can't penetrate even one sheet of paper. It simply turns into one of the grotesque shapes shown and is discarded.

CIGARETTES

Most new long cigarettes actually burn down more quickly than old shorter types, thanks to specially-developed tobacco.

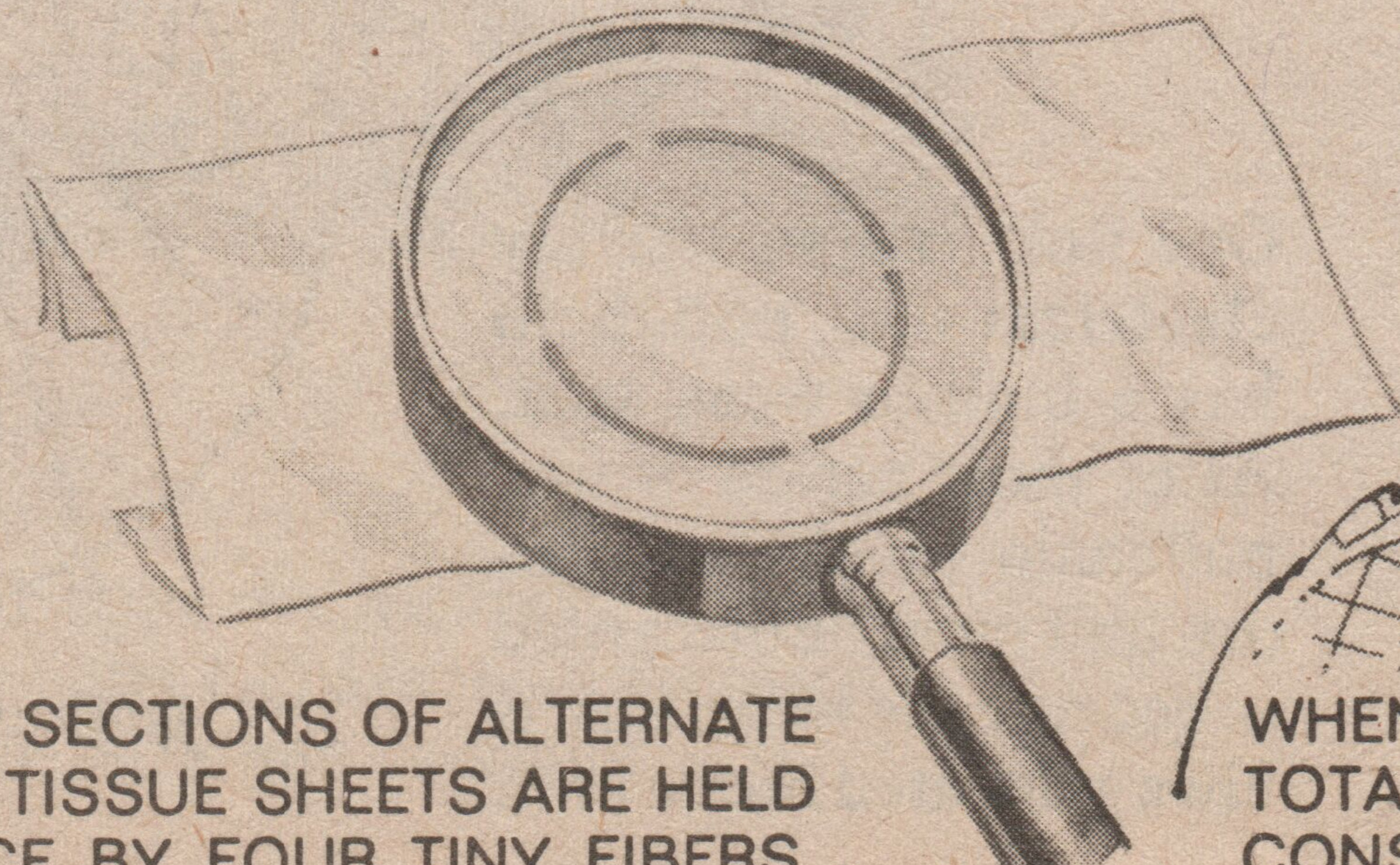
TOBACCO BETWEEN "A" AND "B" IS REGULAR SLOW-BURNING KIND

TOBACCO BETWEEN "B" AND "C" IS SPECIALLY-DEVELOPED NEW TYPE (IMPREGNATED WITH PARTICLES OF GUN POWDER) WHICH BURNS DOWN IN A SPLIT SECOND SO CONSUMER QUICKLY LIGHTS UP ANOTHER ONE.

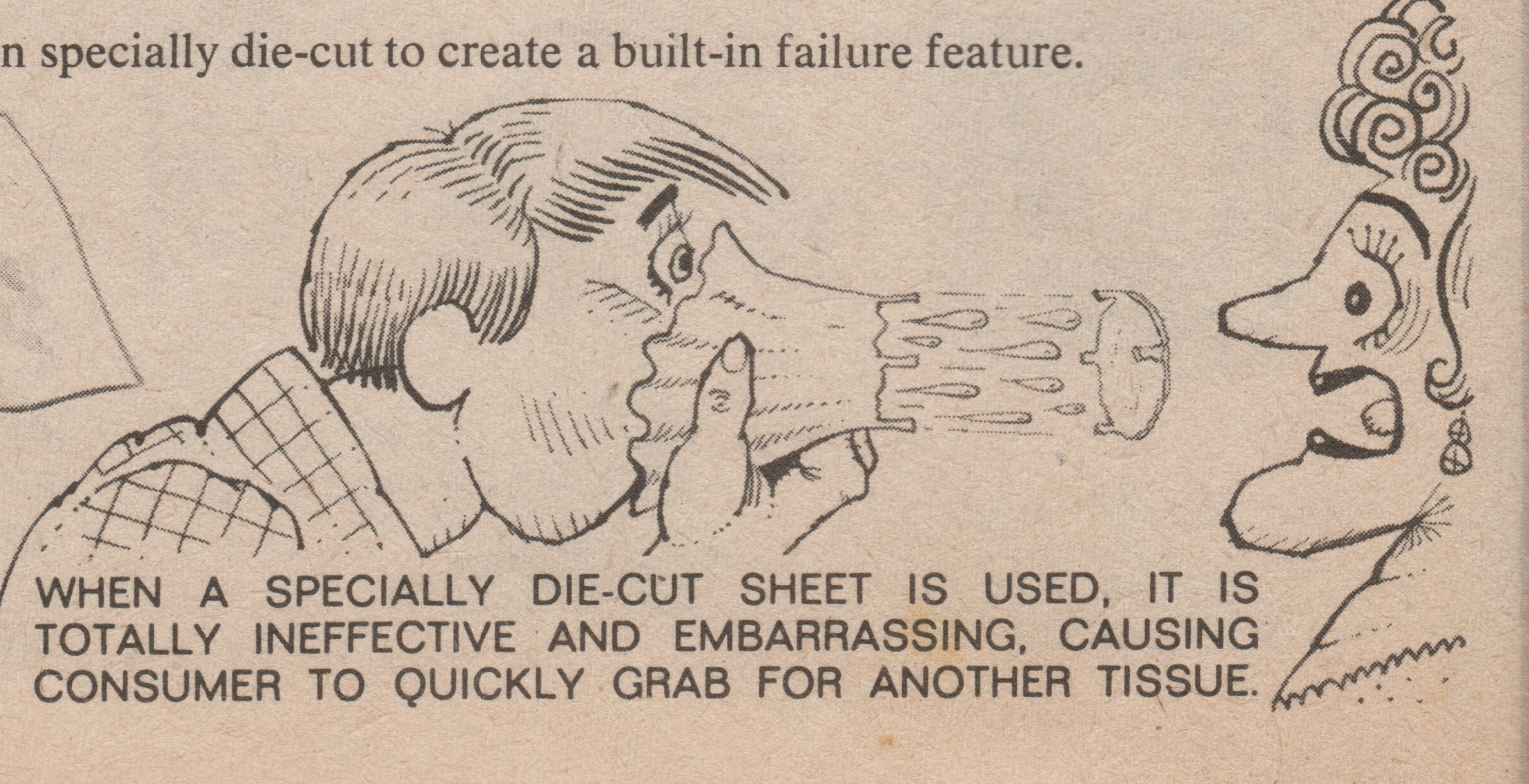
FACIAL TISSUES

Alternate sheets of many brands of facial tissues have been specially die-cut to create a built-in failure feature.

TEAR·E·Z
TISSUES

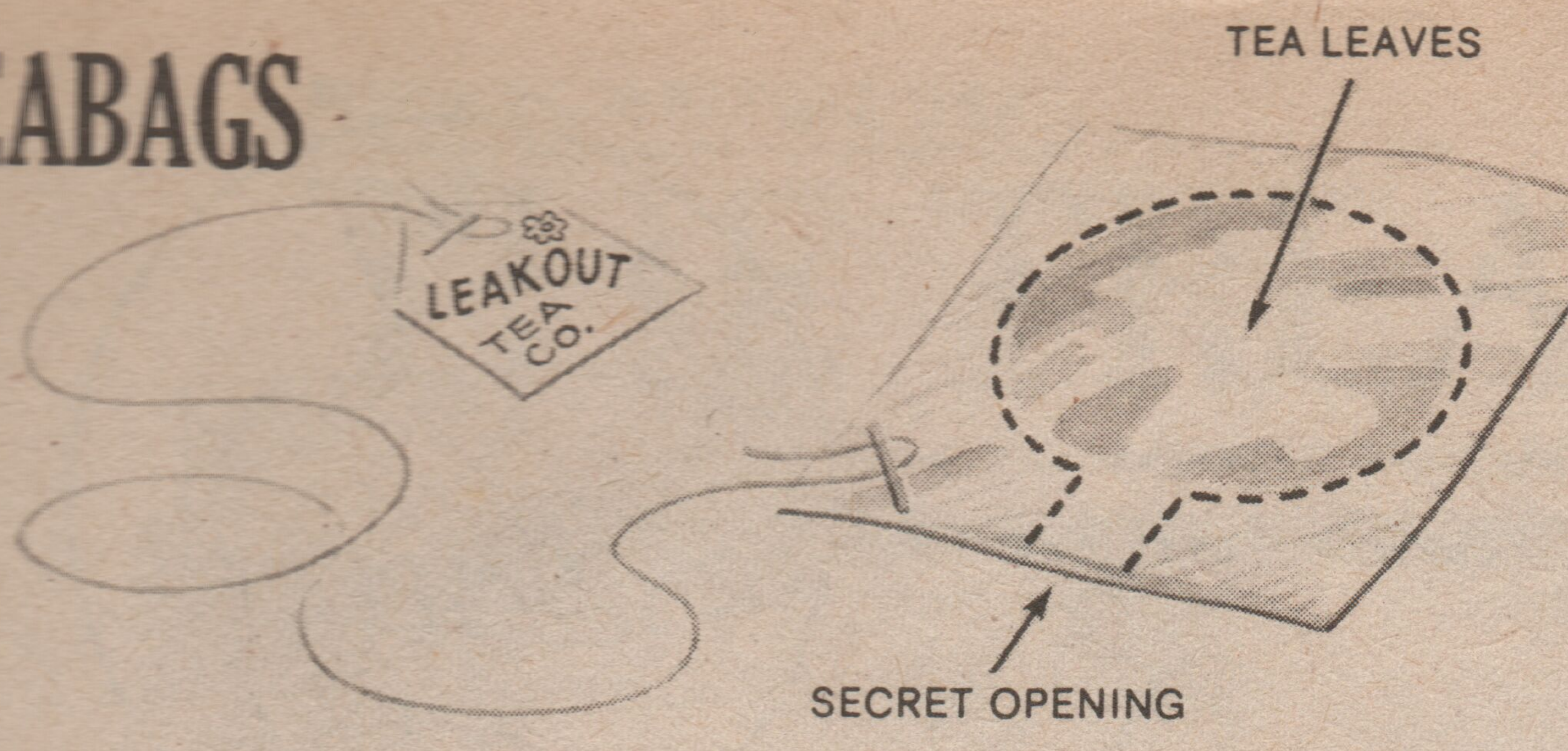


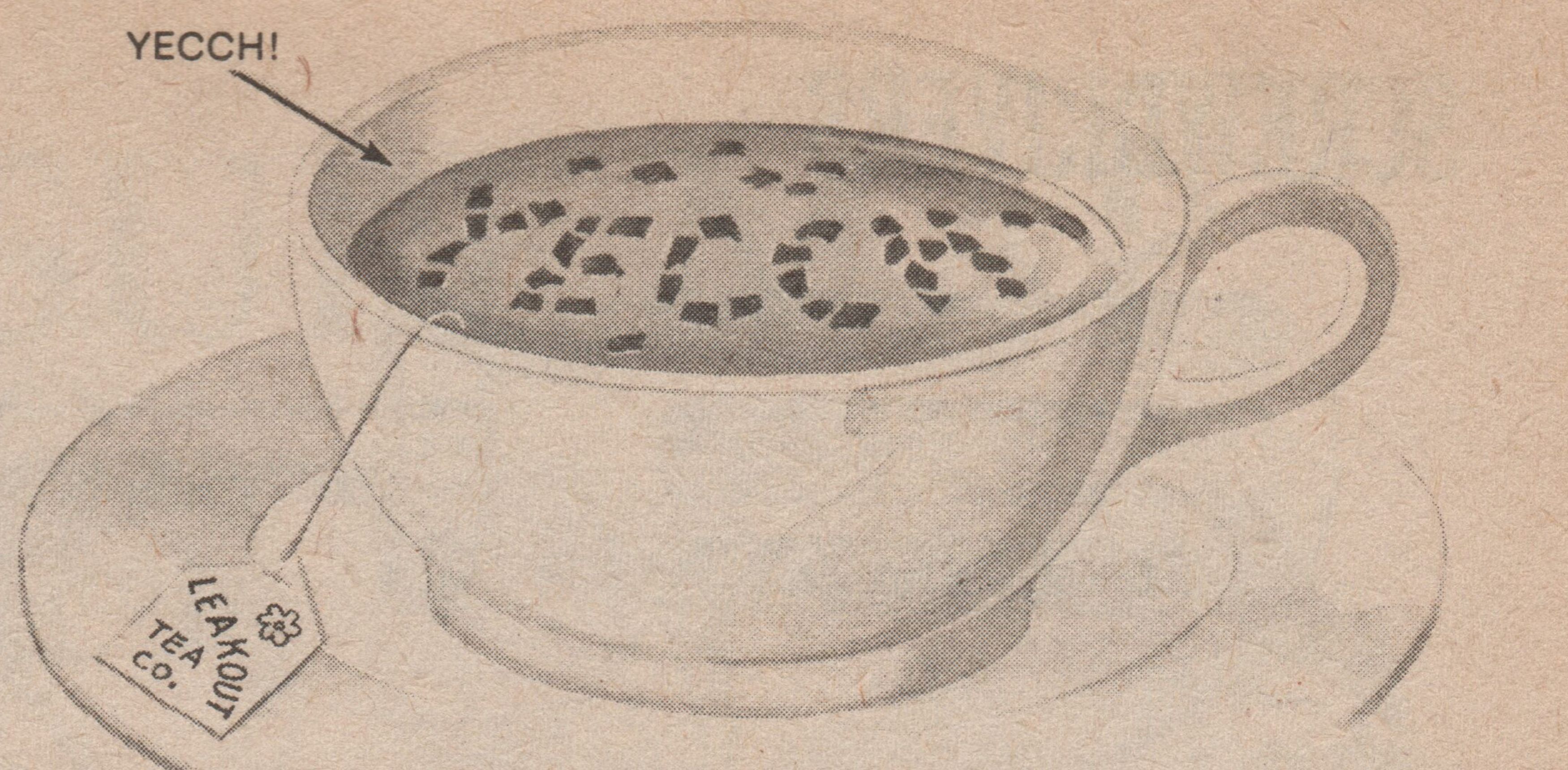
CENTER SECTIONS OF ALTERNATE FACIAL TISSUE SHEETS ARE HELD IN PLACE BY FOUR TINY FIBERS.



WHEN A SPECIALLY DIE-CUT SHEET IS USED, IT IS TOTALLY INEFFECTIVE AND EMBARRASSING, CAUSING CONSUMER TO QUICKLY GRAB FOR ANOTHER TISSUE.

TEABAGS

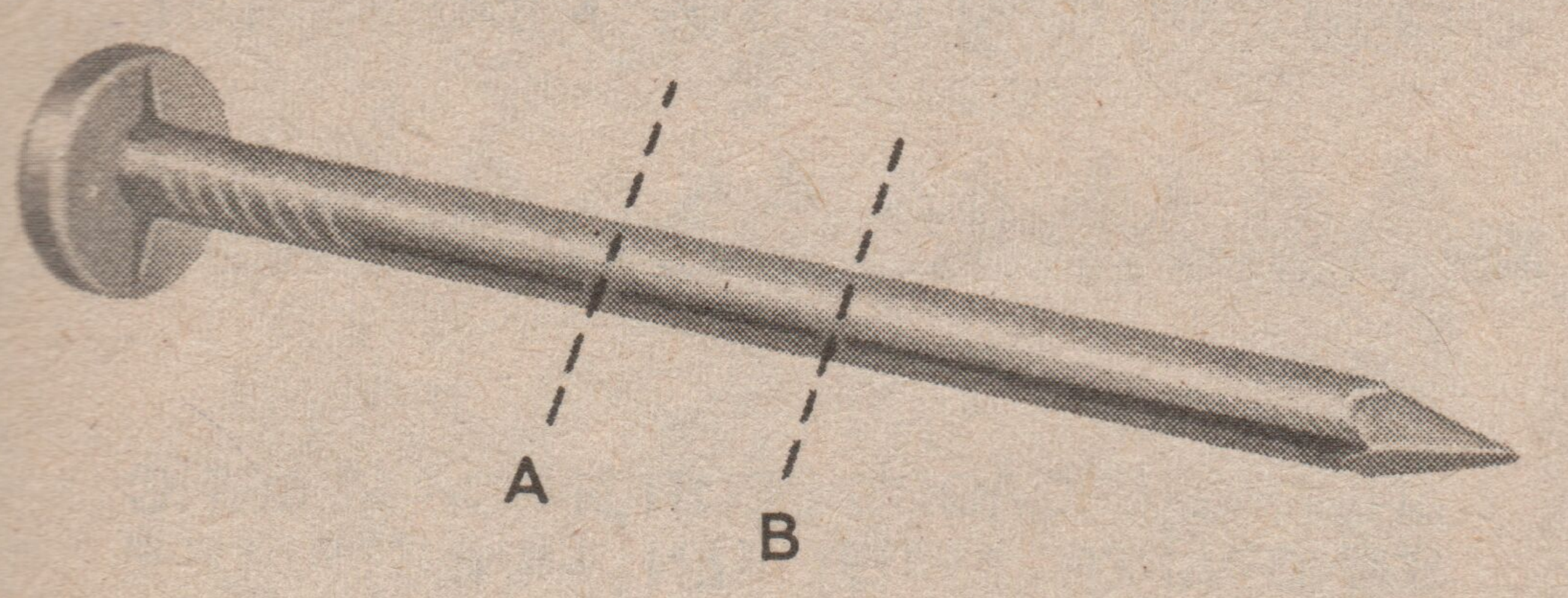

TEA LEAVES
LEAKOUT TEA CO.
SECRET OPENING

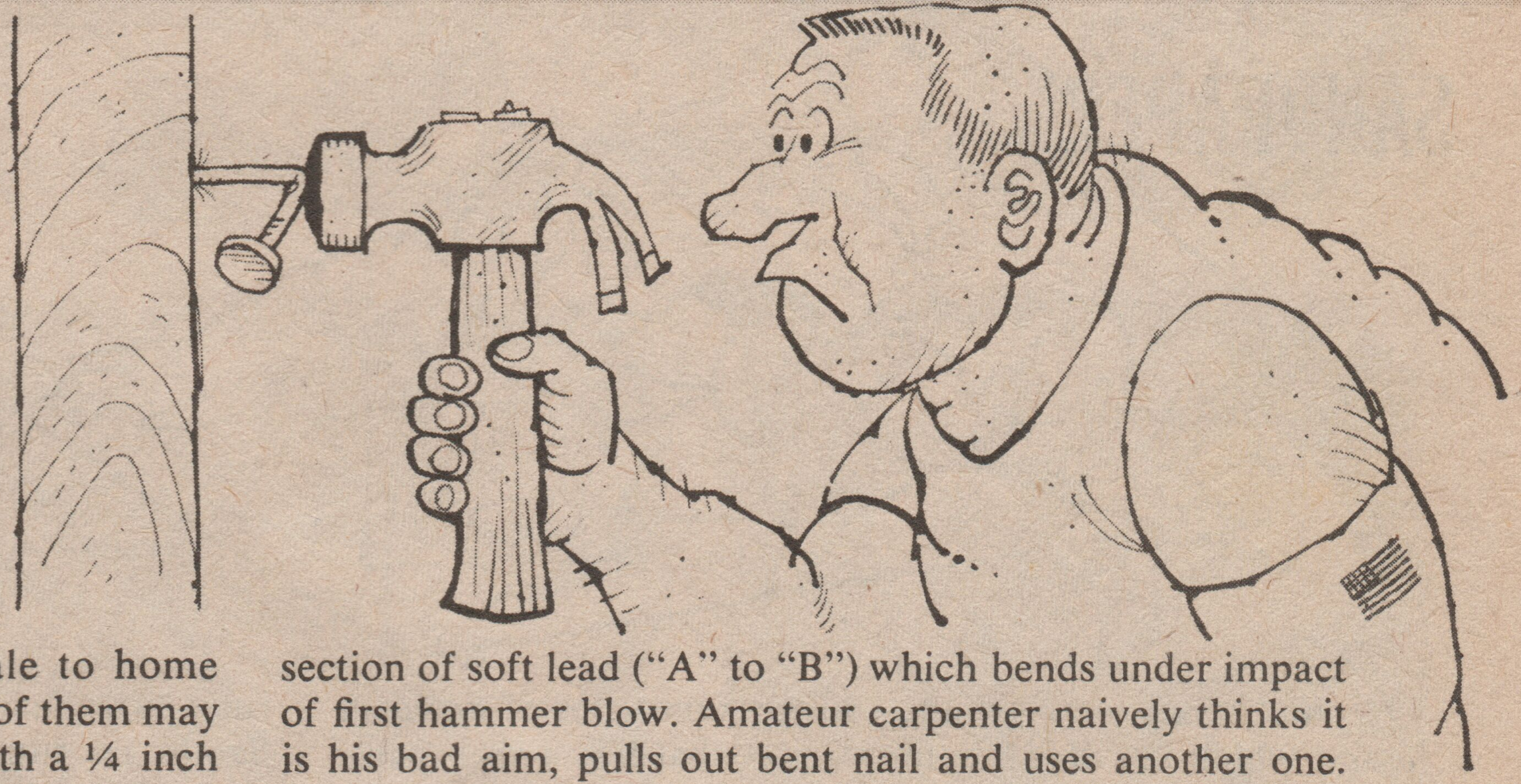

YECCH!
YECCH
LEAKOUT TEA CO.

Many teabags are made with secret openings that are cleverly concealed to prevent discovery by inspection. These openings are sealed with a non-toxic glue that dissolves in hot water.

When secret opening is unsealed, tea leaves escape into the water, and unwary consumer is forced to dump it out and start all over with a new tea bag.

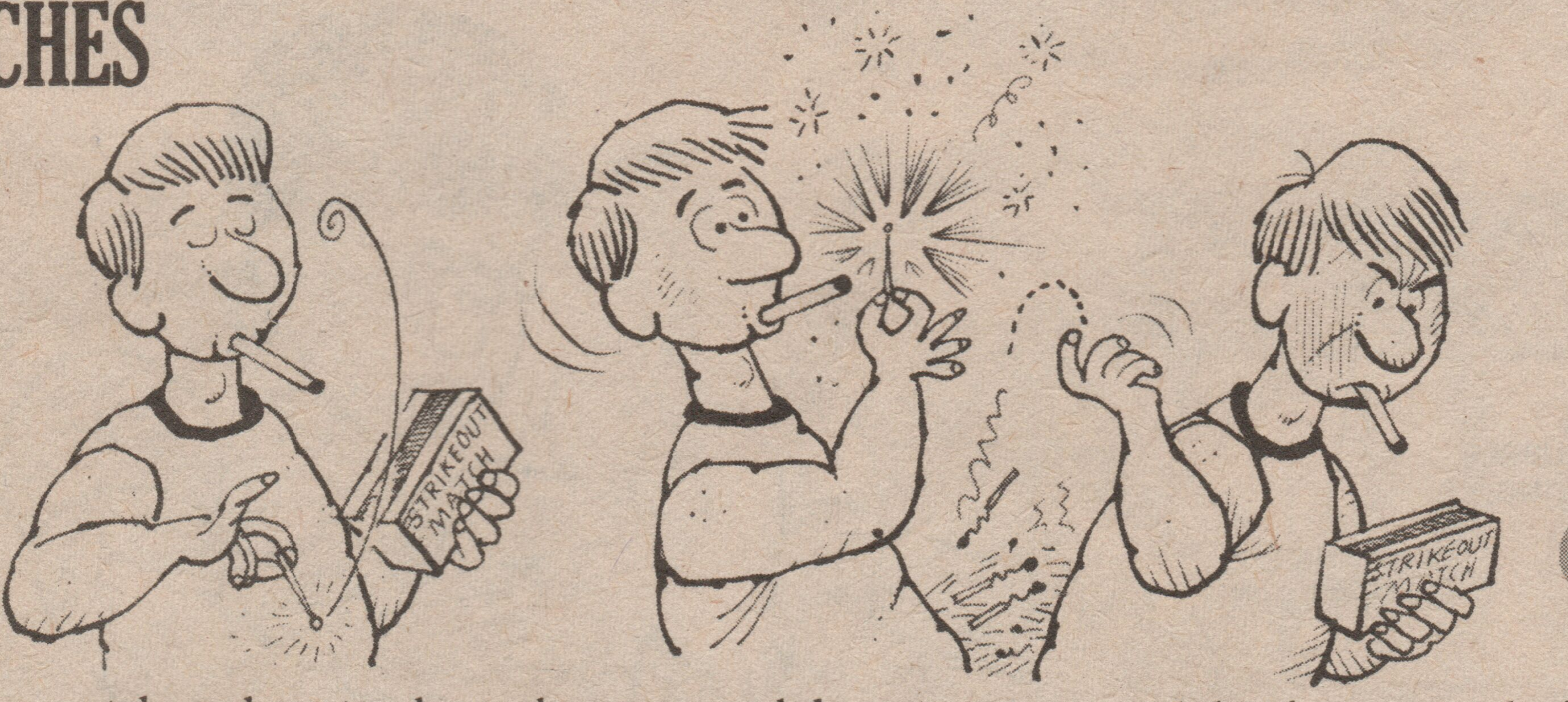
NAILS

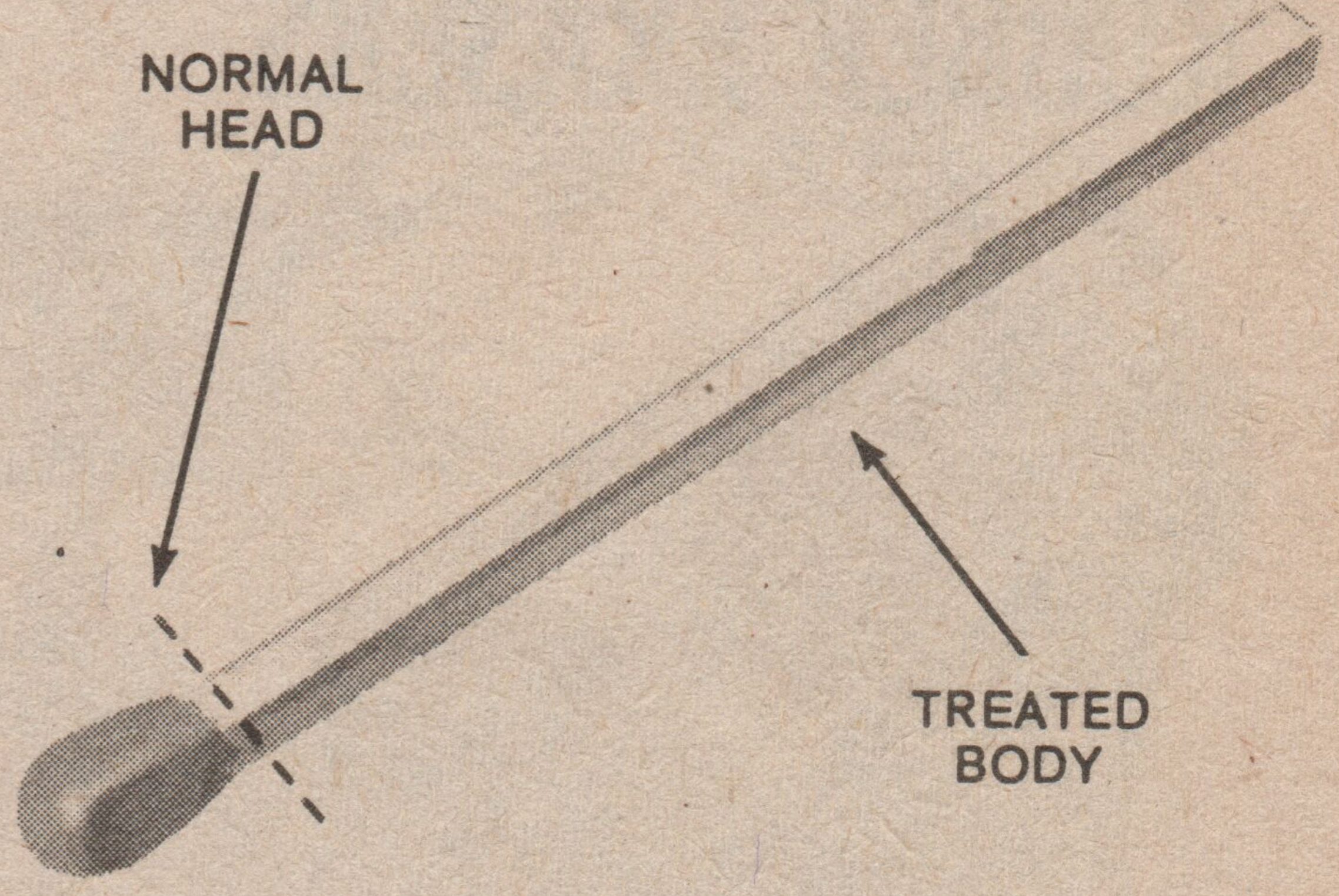




A close scrutiny of the nails offered for sale to home workshop buffs reveals that a high percentage of them may look normal but are actually manufactured with a ¼ inch section of soft lead ("A" to "B") which bends under impact of first hammer blow. Amateur carpenter naively thinks it is his bad aim, pulls out bent nail and uses another one.

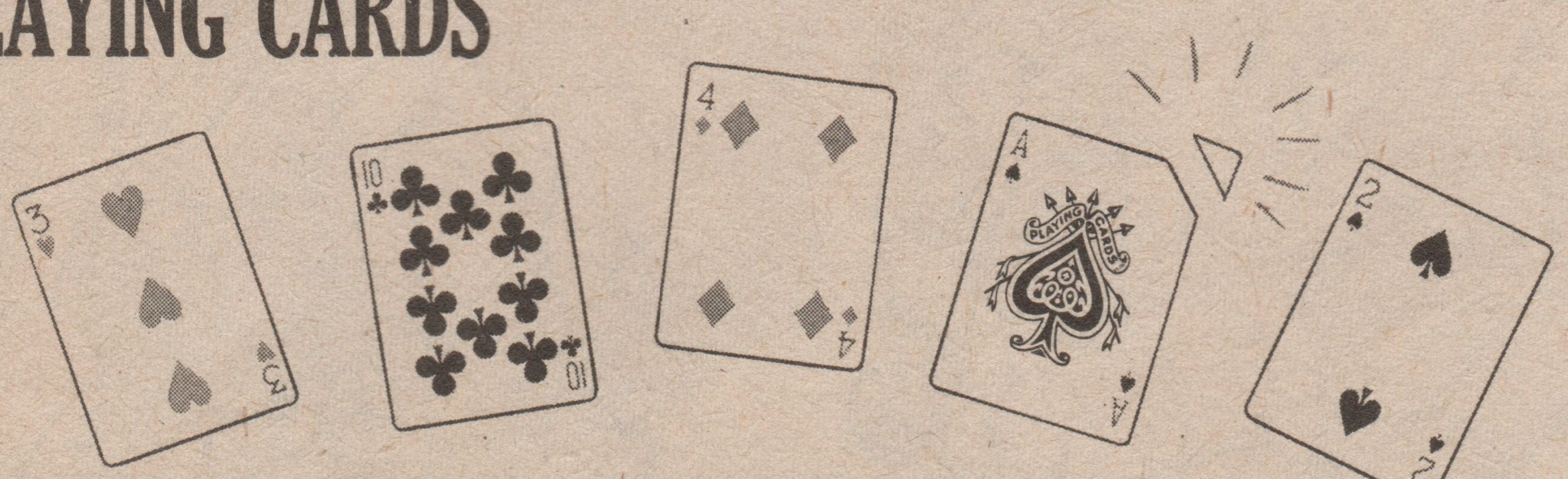
MATCHES

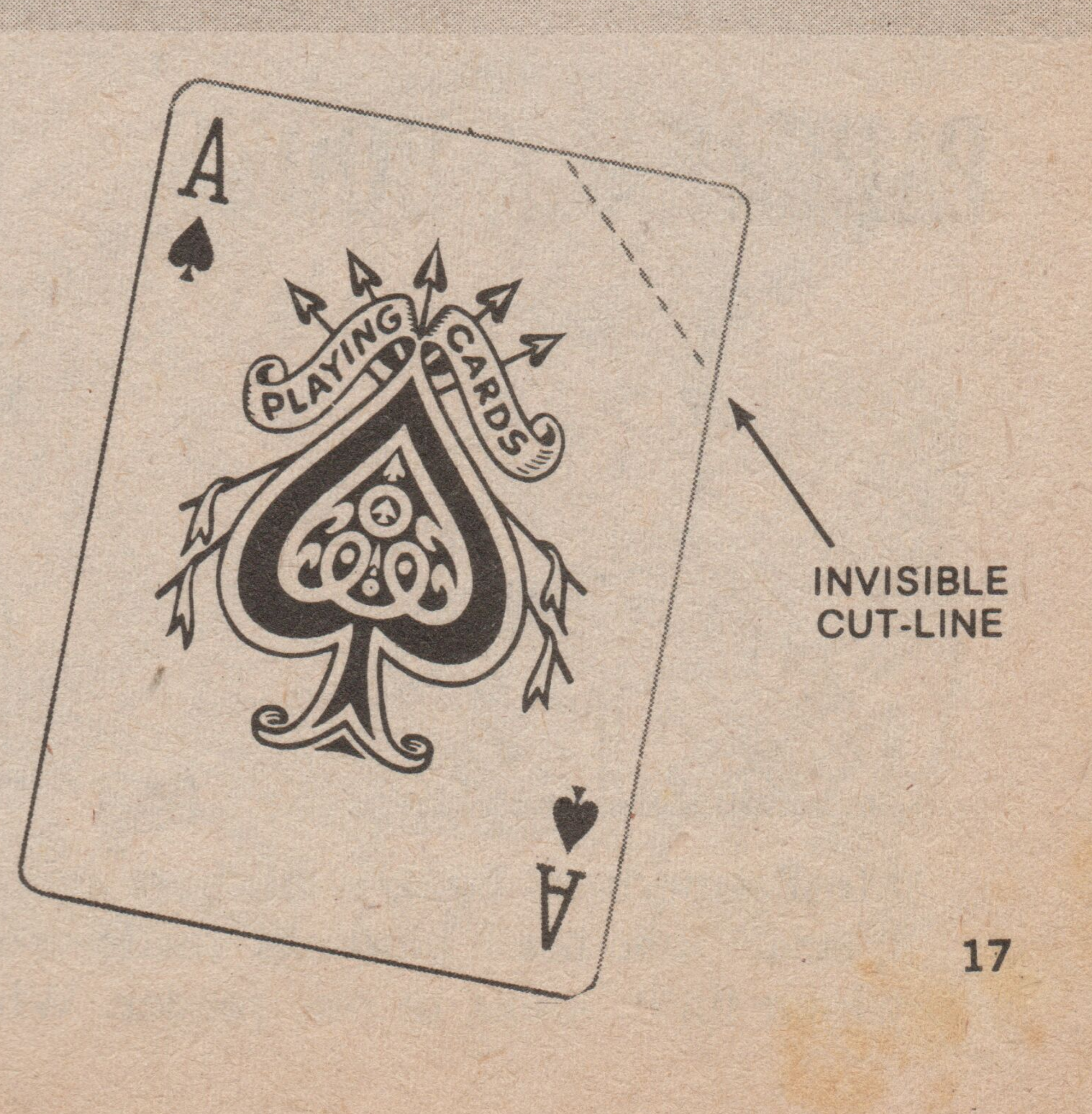

STRIKEOUT MATCH
STRIKEOUT MATCH


NORMAL HEAD
TREATED BODY

Many matches when struck, spark, sputter and then go out. User thinks match is wet and takes another one! Actually, match has been treated with a flameproof chemical! A box of 50% bad matches like these gets used up mighty fast.

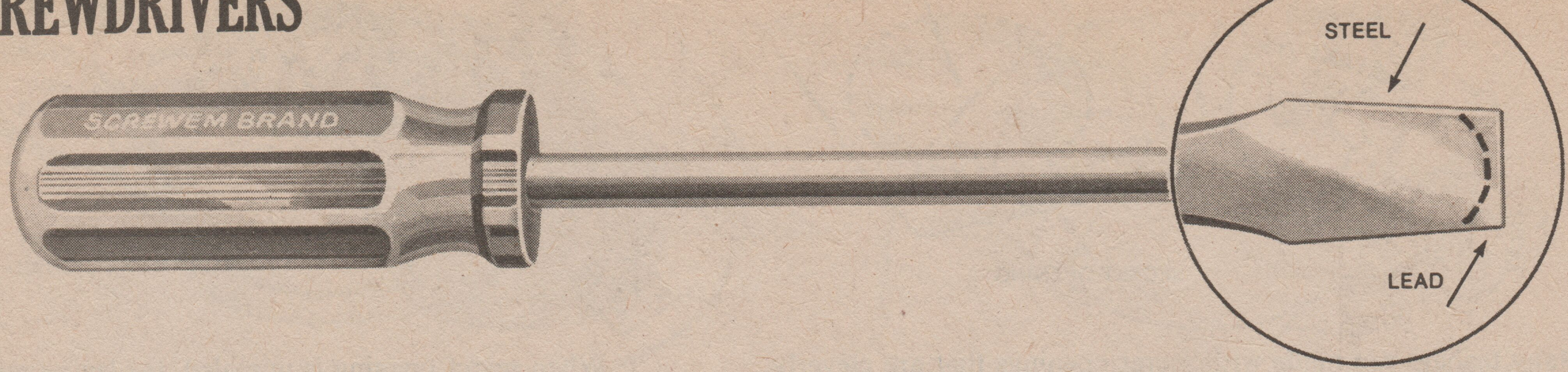
PLAYING CARDS




PLAYING CARDS
INVISIBLE CUT-LINE

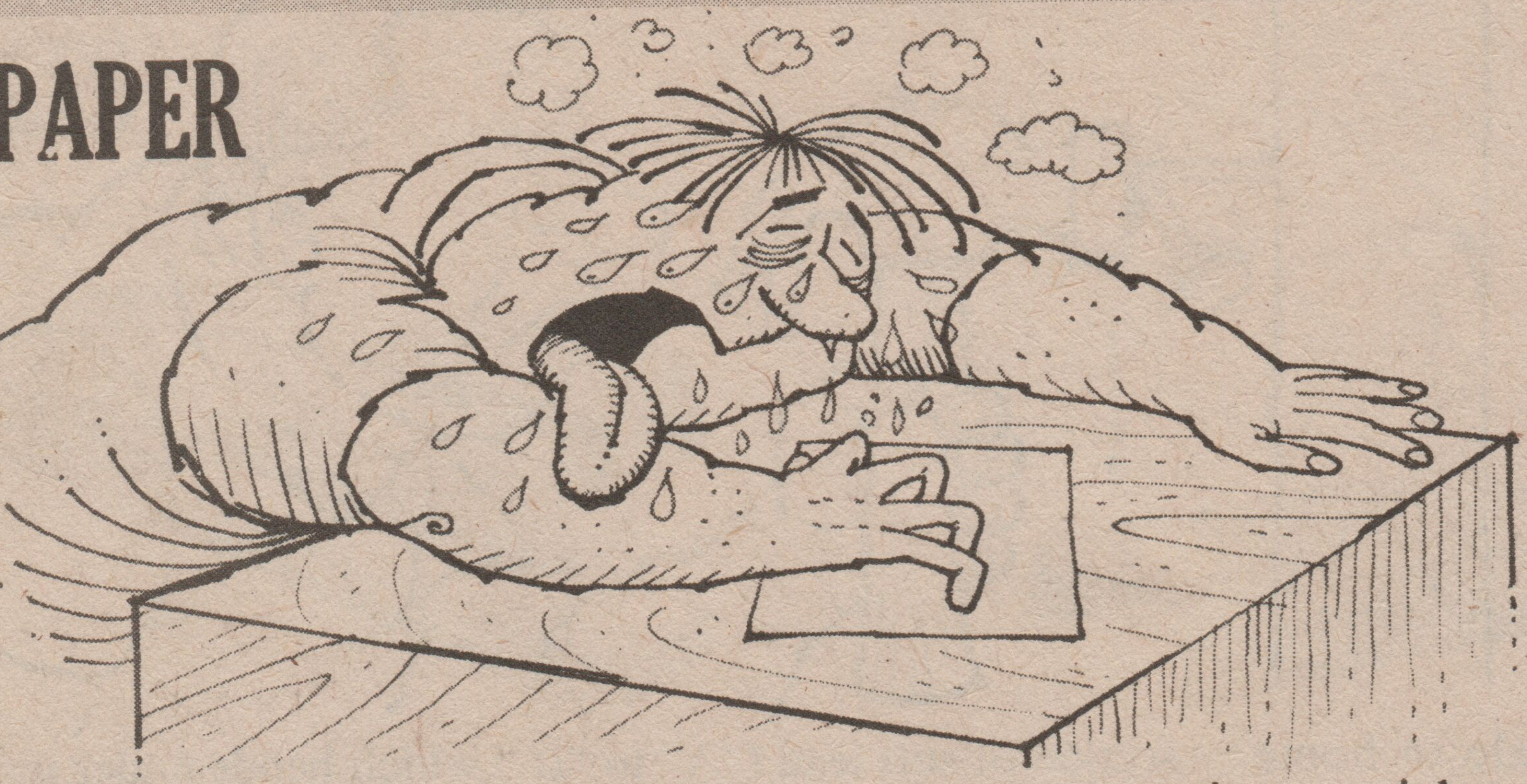
It's a well-known fact that one bad card ruins an entire deck. That is why many card manufacturers place invisible cut-lines on corners of one or two cards in each deck. Corners break off after a few short hours of play. Card players attribute breaks to clumsy oaf partners and innocently go out and buy new decks.

SCREWDRIVERS

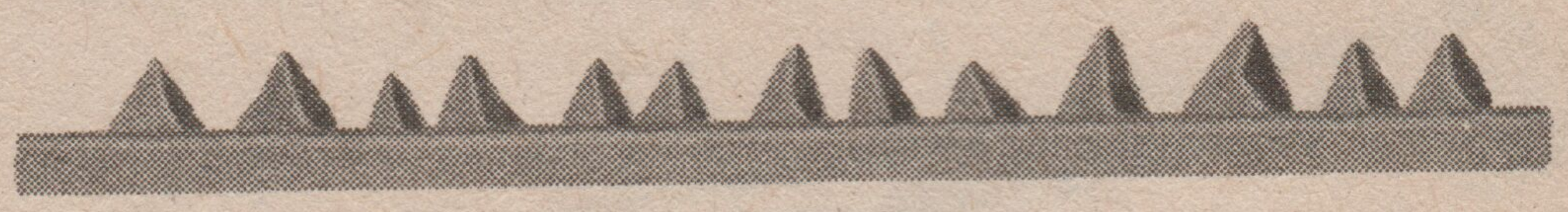

SCREWEM BRAND
STEEL
LEAD

Today, many screwdrivers are made with a soft lead tip so it looks like it has a clean, square edge before use. But after one use, tip ends up looking like rounded fingernail …and is about equally as effective for driving screws.

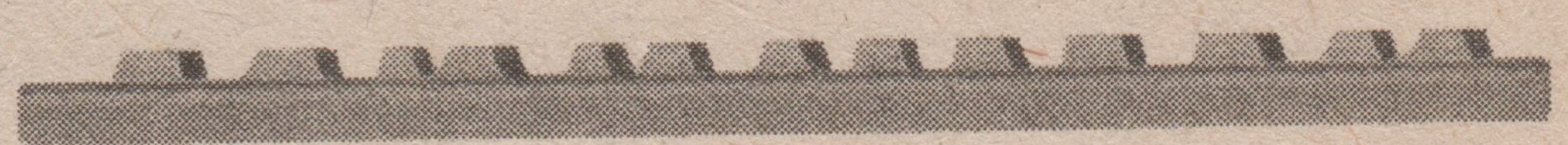
SANDPAPER



ENLARGED CROSS-SECTION OF NORMAL SANDPAPER AFTER TEN MINUTES USE

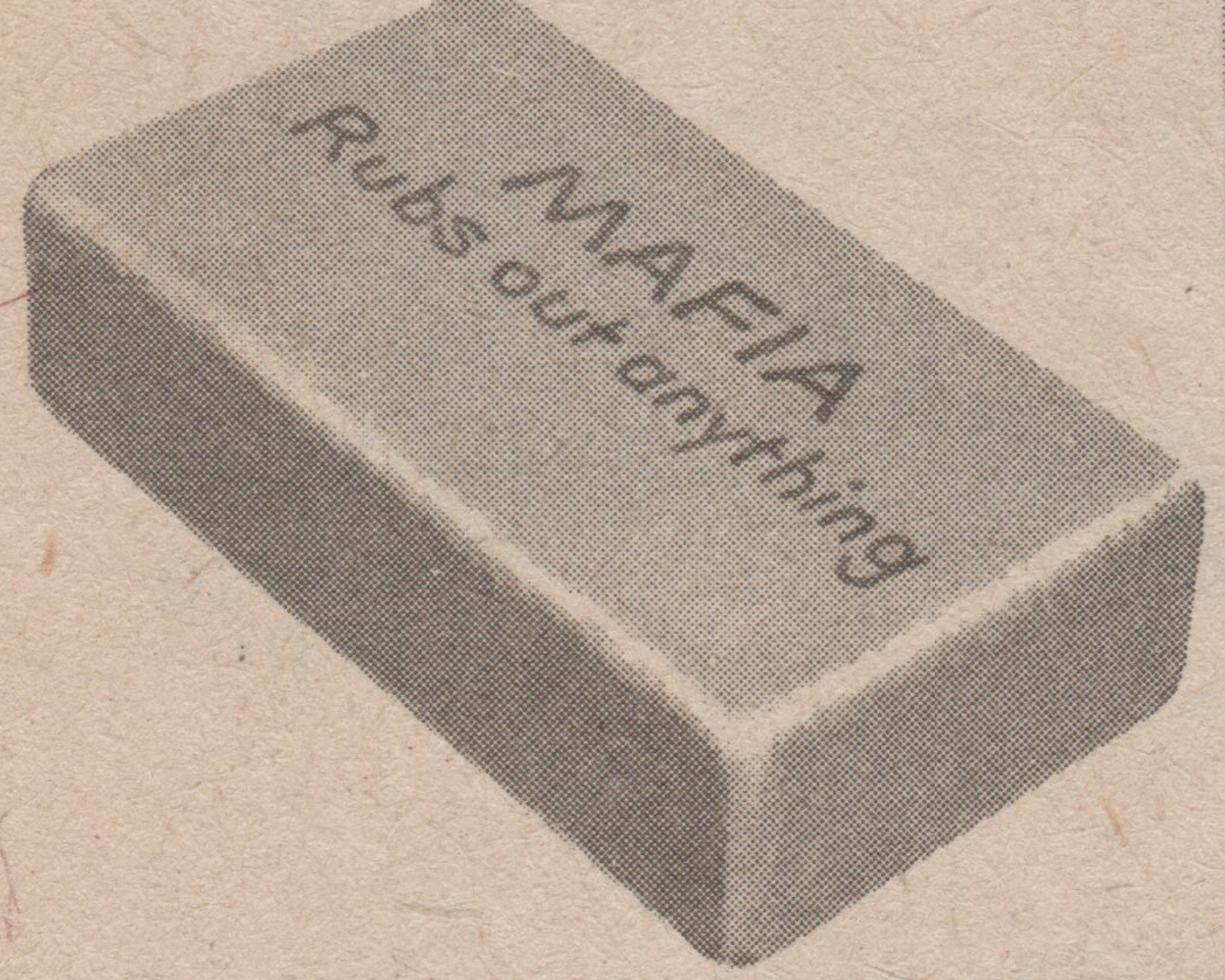


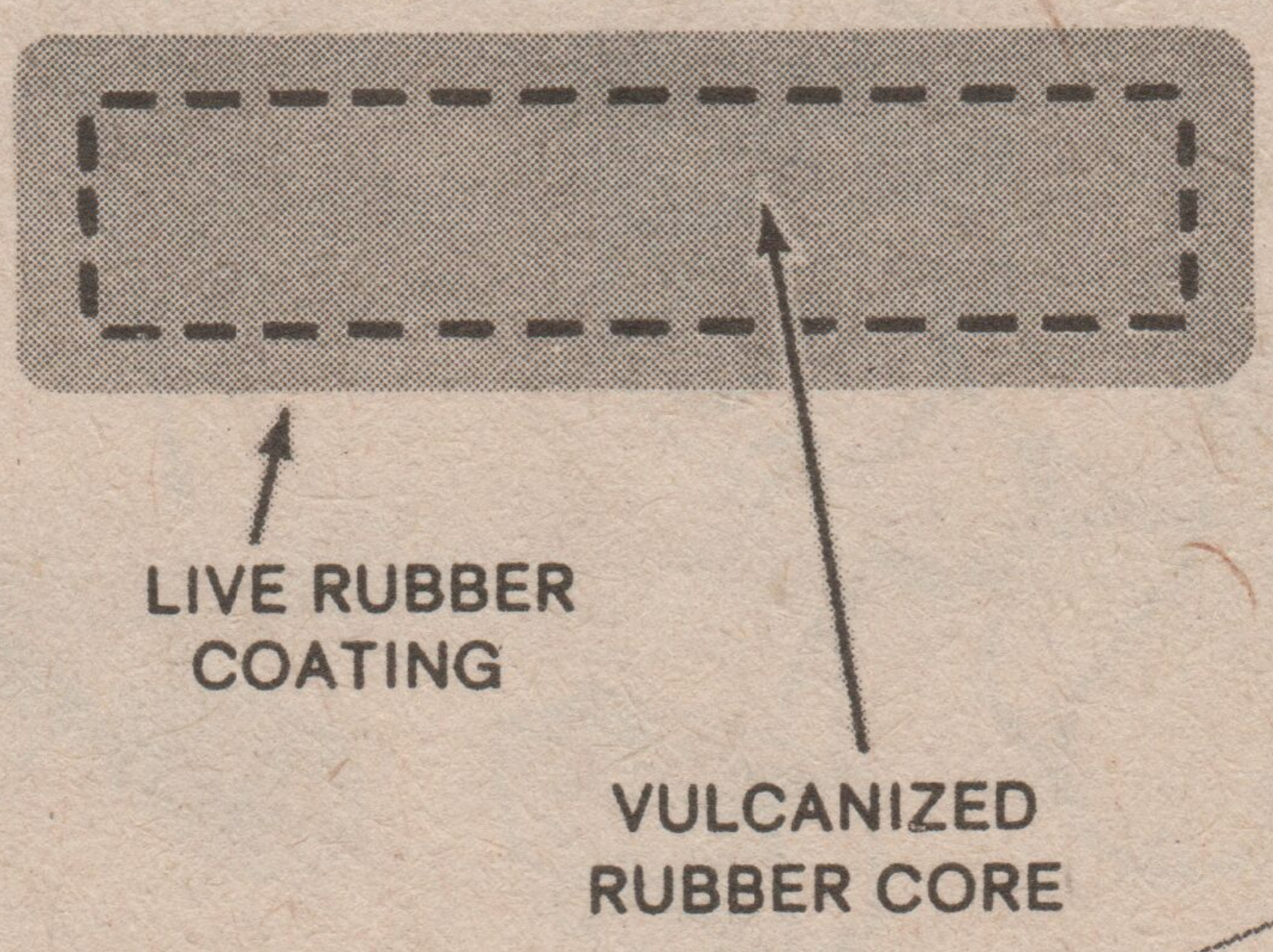
ENLARGED CROSS-SECTION OF PLASTIC SANDPAPER AFTER TEN MINUTES USE

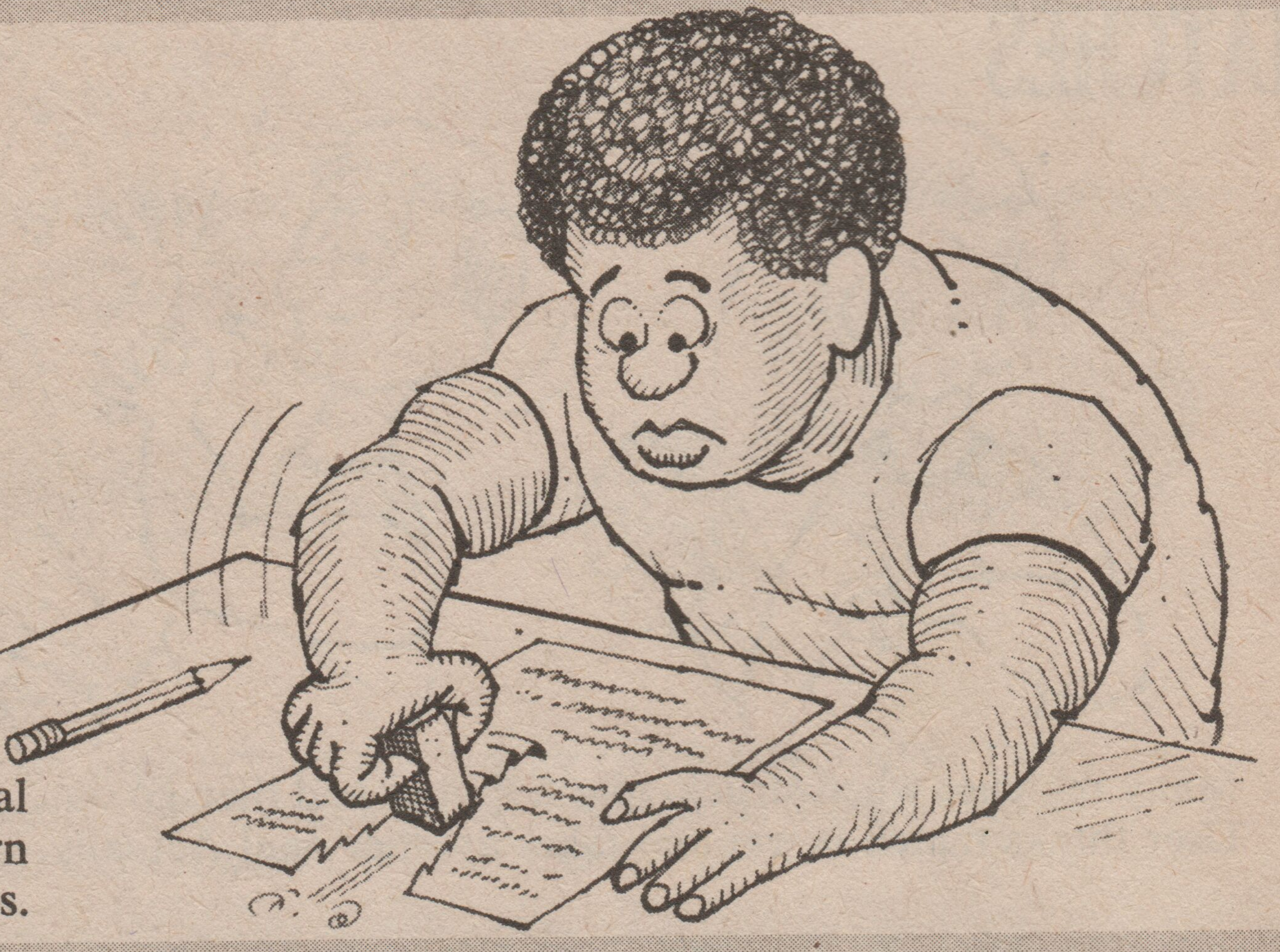


Normal sandpaper is made with tiny particles of ordinary sand which has sharp cutting edges that last a reasonable time. Many companies are turning out sandpaper made with tiny particles of simulated sand (plastic) which wears flat in no time. Buyer must replace it or wear himself down faster than he'll ever wear down what he's sanding.

RUBBER ERASERS

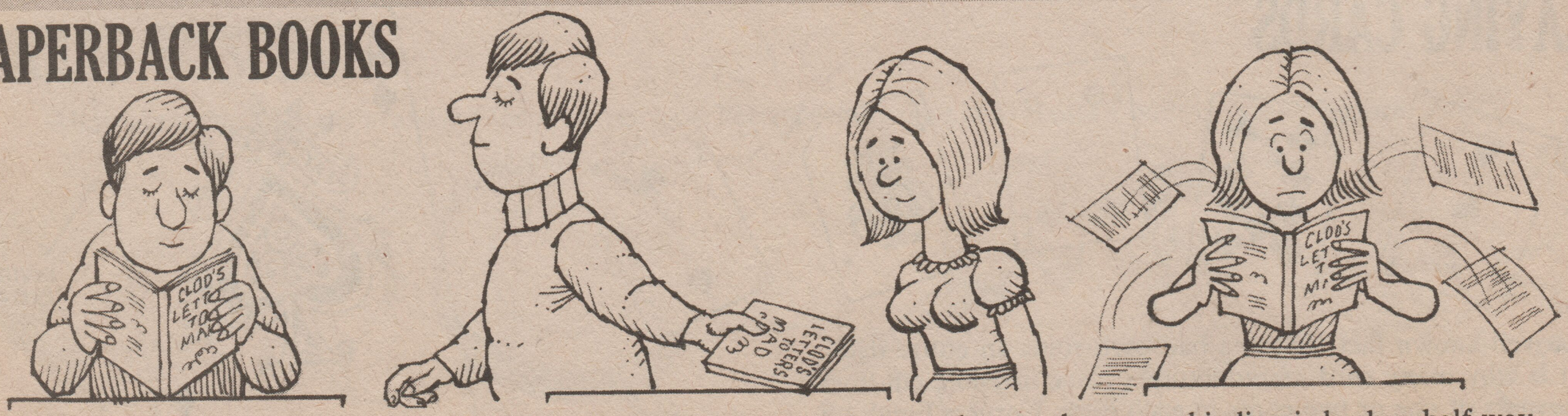

MAFIA
Rubs out anything


LIVE RUBBER COATING
VULCANIZED RUBBER CORE



In appearance and use, many rubber erasers seem perfectly normal …for a while! But when the ¼ inch layer of "live" rubber is worn off, the hard rubber core renders the rest of the eraser totally useless.

PAPERBACK BOOKS

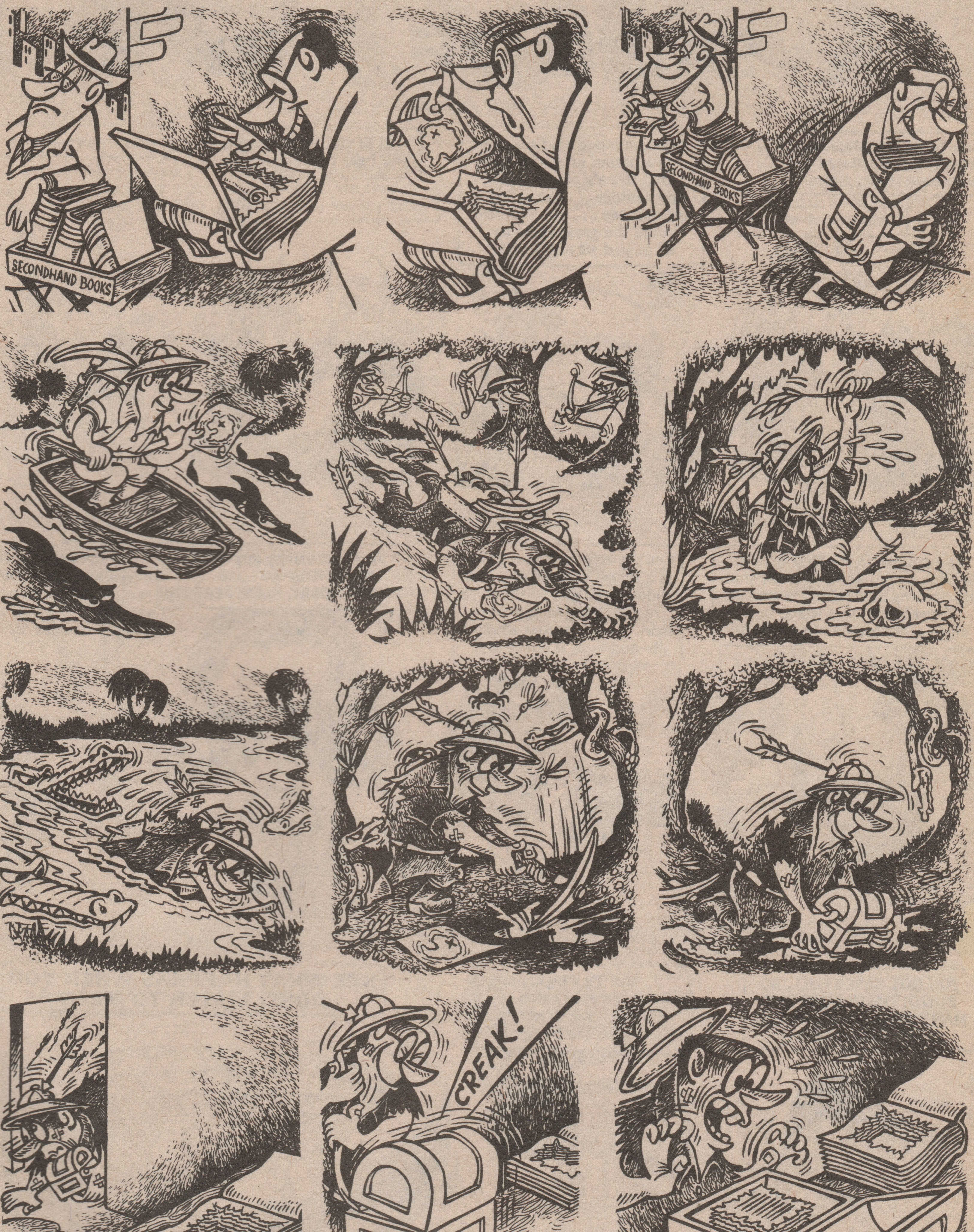

CLOD'S LETTERS TO MAD
CLOD'S LETTERS TO MAD
CLOD'S LET T MI

Most paperback book publishers equip their products with special "one-use" bindings made from rigid-drying glue which limit books to one reader. When buyer first opens the book and turns the pages, binding is broken half-way. When book is closed, binding is broken rest of the way. The next time the book is opened, all the pages fall out.

FINDERS, WEEPERS DEPT.

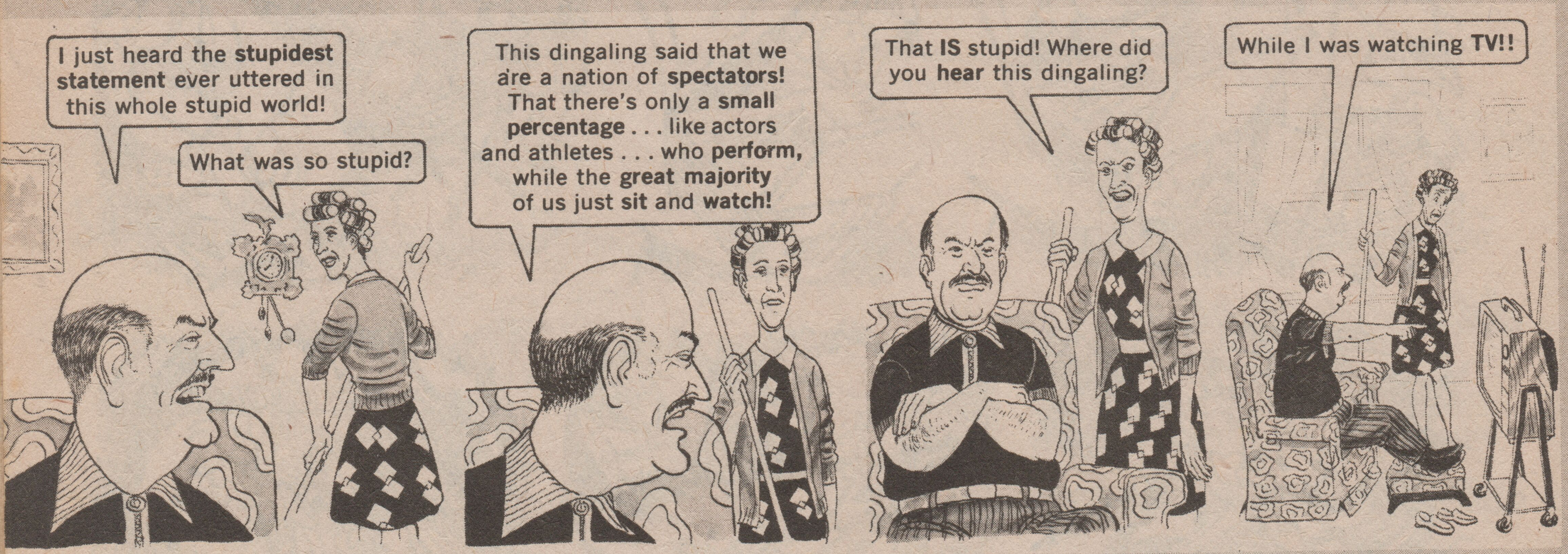
THE TREASURE MAP

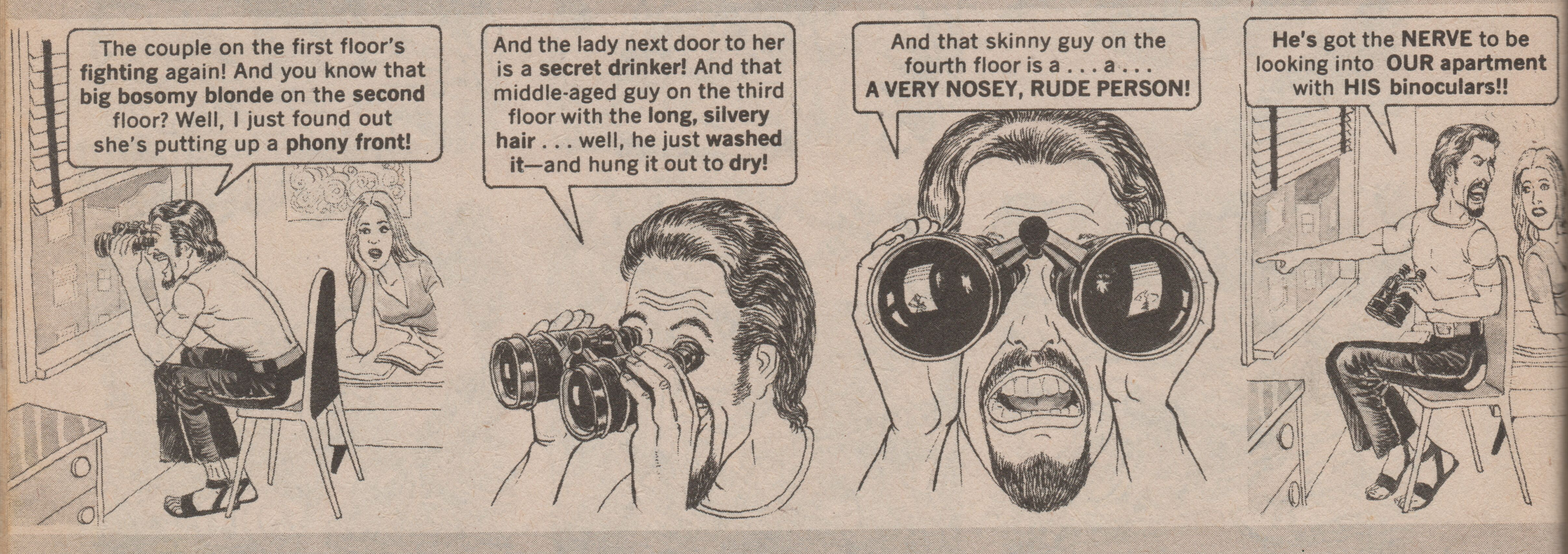
ARTIST & WRITER: ANTONIO PROHIAS

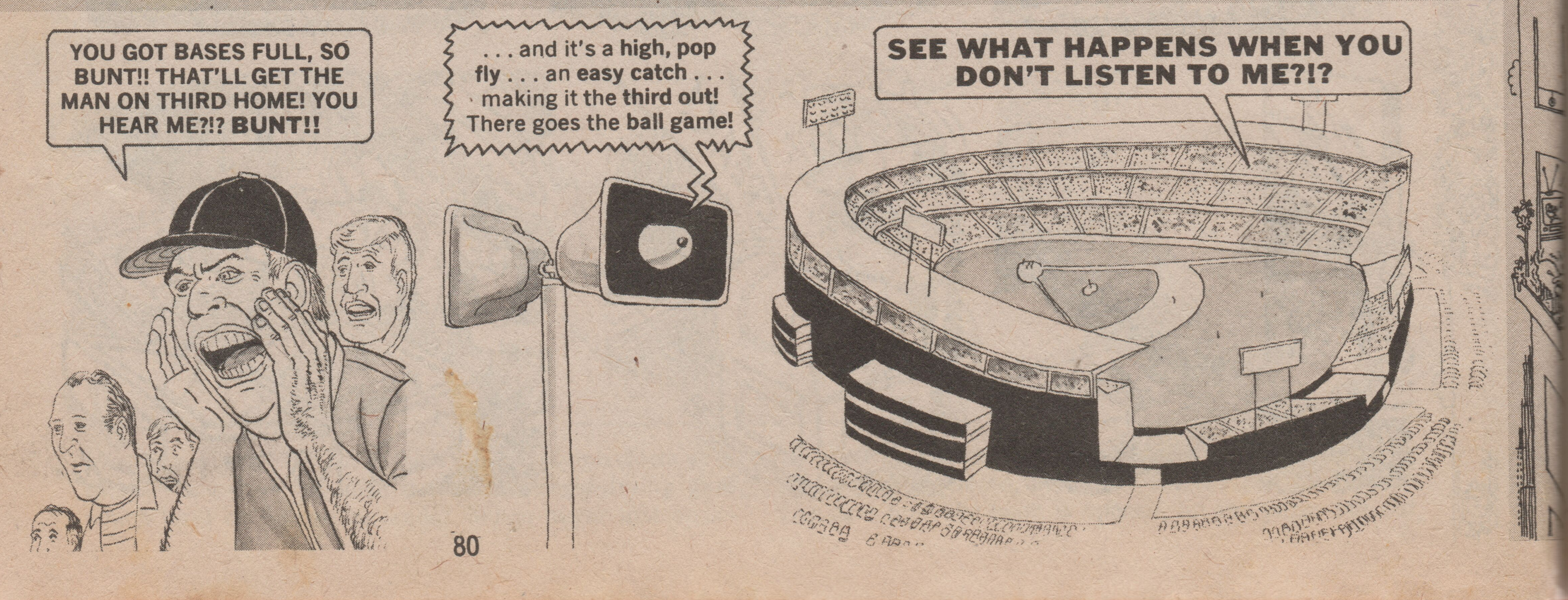

SECONDHAND BOOKS
SECONDHAND BOOKS
CREAK!
Prohias

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... SPE

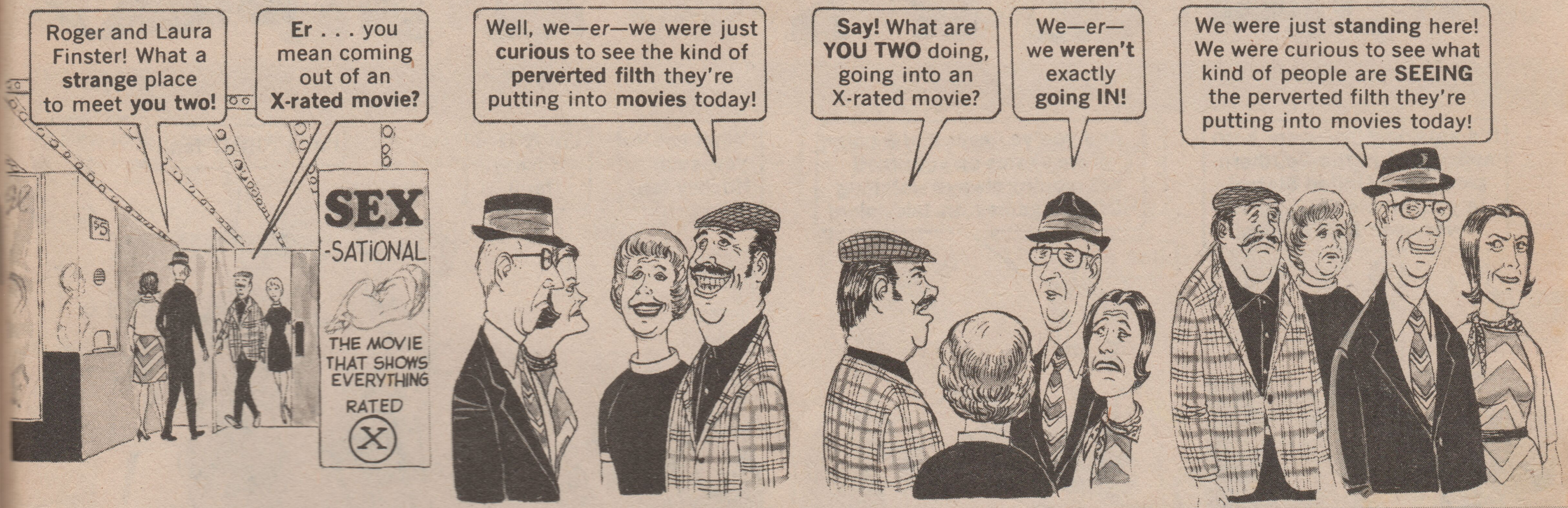

I just heard the **stupidest statement** ever uttered in this whole stupid world!
What was so stupid?
This dingaling said that we are a nation of **spectators!** That there's only a **small percentage** . . . like actors and athletes . . . who **perform,** while the **great majority** of us just **sit** and **watch!**
That **IS** stupid! Where did you **hear** this dingaling?
While I was watching **TV!!**

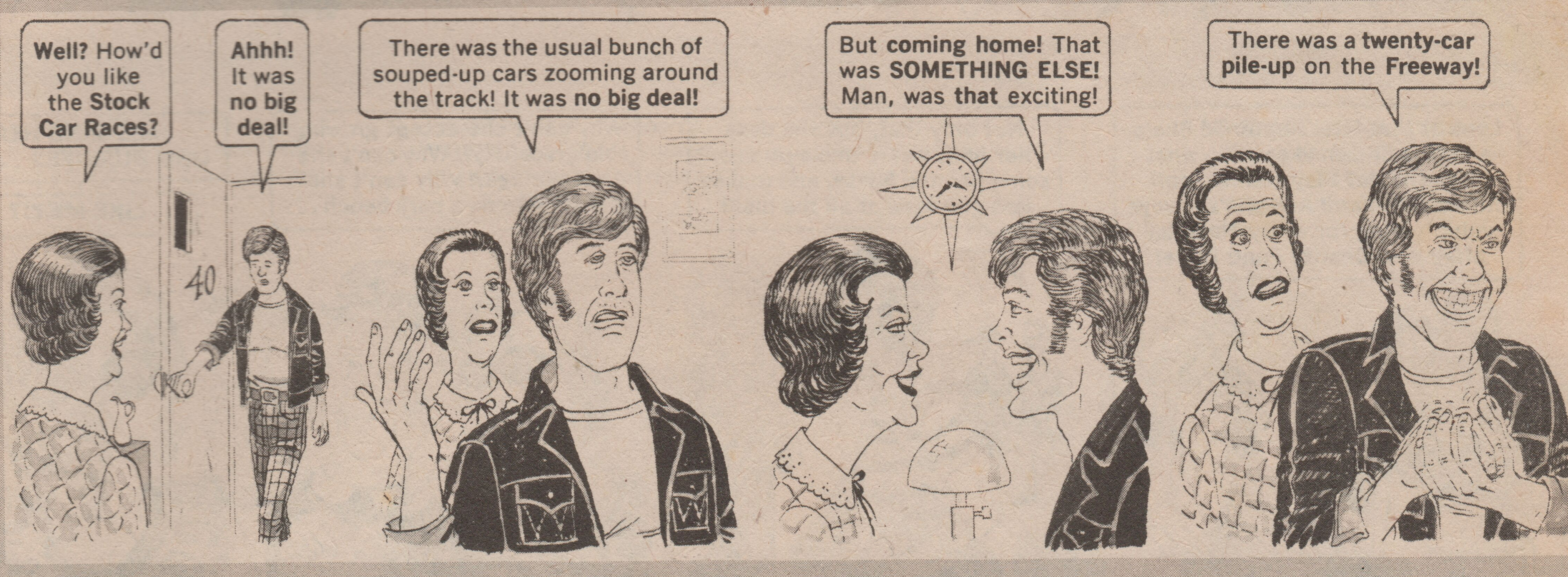

The couple on the first floor's **fighting** again! And you know that **big bosomy blonde** on the **second** floor? Well, I just found out she's putting up a **phony front!**
And the lady next door to her is a **secret drinker!** And that middle-aged guy on the third floor with the **long, silvery hair** . . . well, he just **washed it**—and hung it out to **dry!**
And that skinny guy on the fourth floor is a . . . a . . . **A VERY NOSEY, RUDE PERSON!**
He's got the **NERVE** to be looking into **OUR apartment** with **HIS binoculars!!**

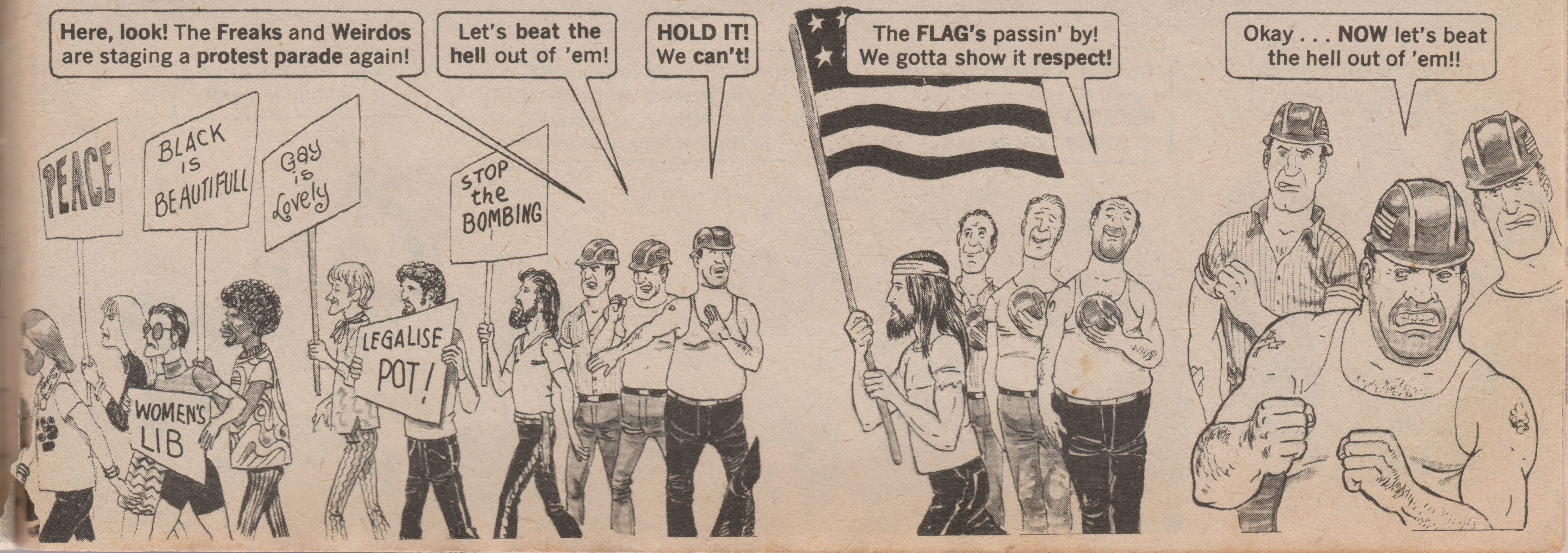

YOU GOT BASES FULL, SO BUNT!! THAT'LL GET THE MAN ON THIRD HOME! YOU HEAR ME?!? BUNT!!
. . . and it's a **high, pop fly** . . . an **easy catch** . . . making it the **third out!** There goes the **ball game!**
SEE WHAT HAPPENS WHEN YOU DON'T LISTEN TO ME?!?

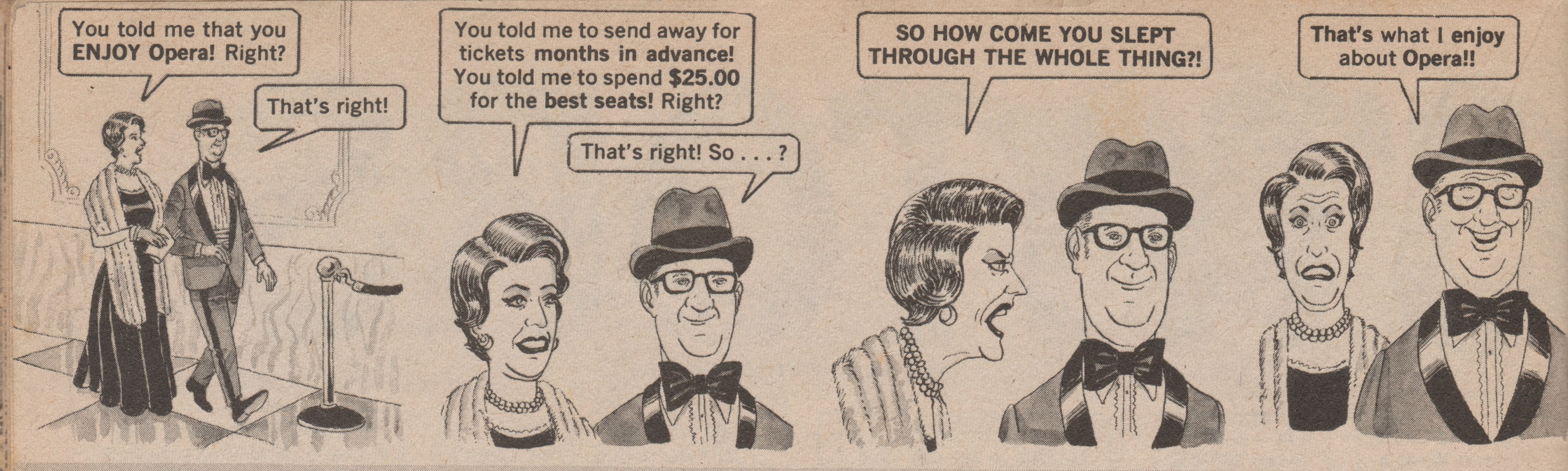
CTATORS

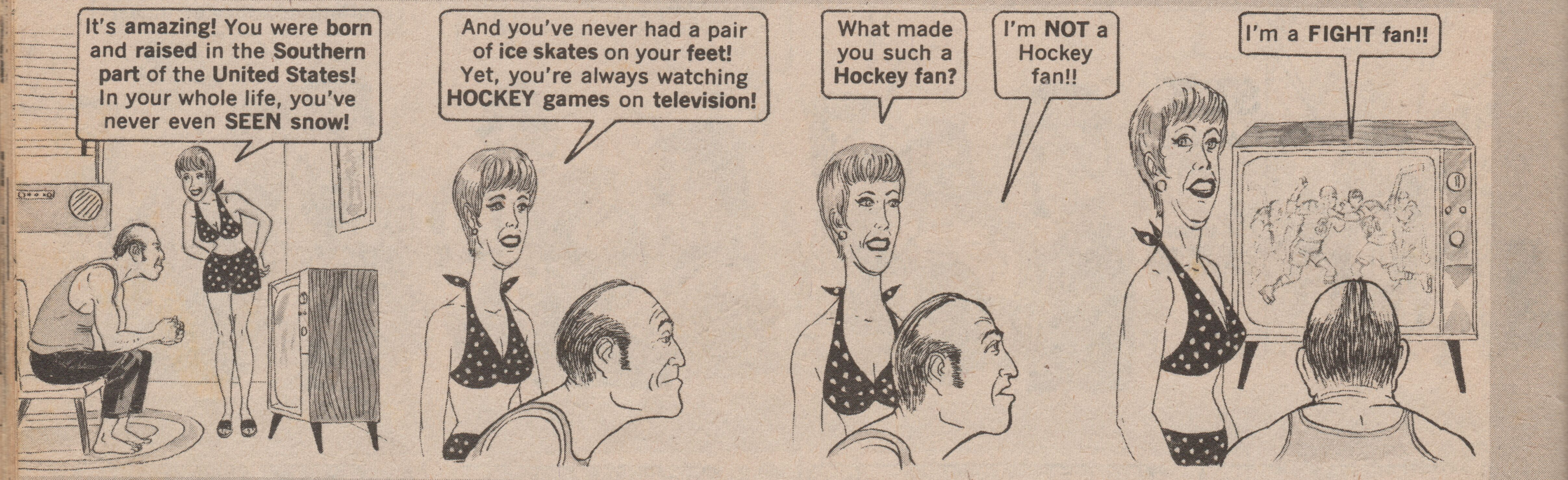
ARTIST & WRITER: DAVE BERG

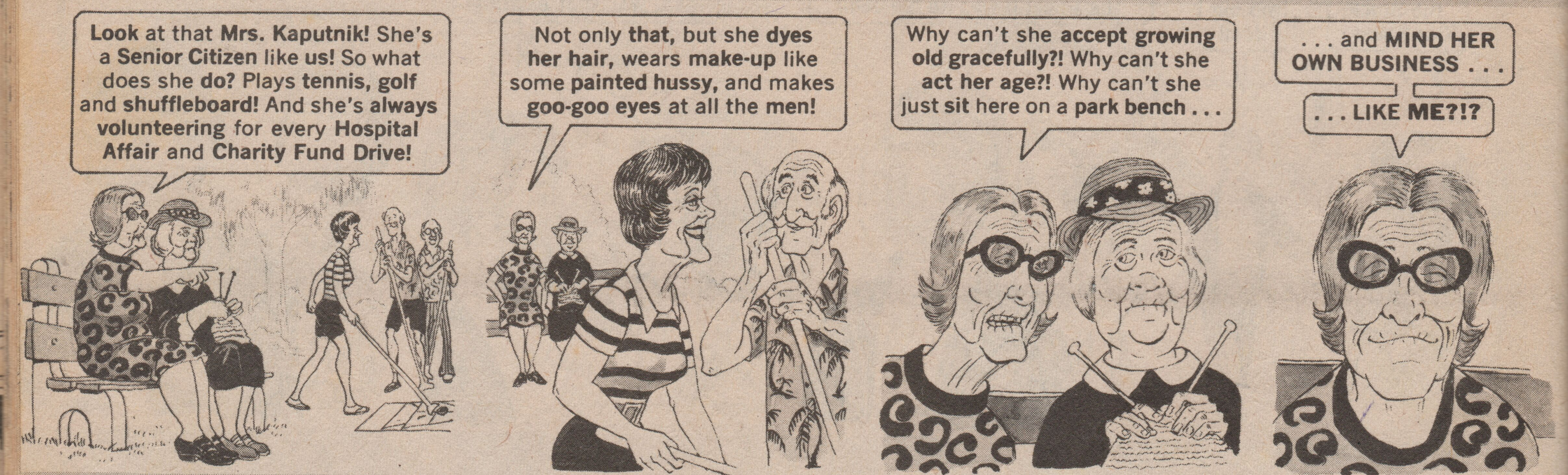

Roger and Laura Finster! What a **strange** place to meet **you two!**
Er . . . you mean coming out of an **X-rated movie?**
SEX -SATIONAL THE MOVIE THAT SHOWS EVERYTHING RATED X
Well, we—er—we were just **curious** to see the kind of **perverted filth** they're putting into **movies** today!
Say! What are **YOU TWO** doing, going into an X-rated movie?
We—*er*— we **weren't** exactly **going IN!**
We were just **standing** here! We were curious to see what kind of people are **SEEING** the perverted filth they're putting into movies today!

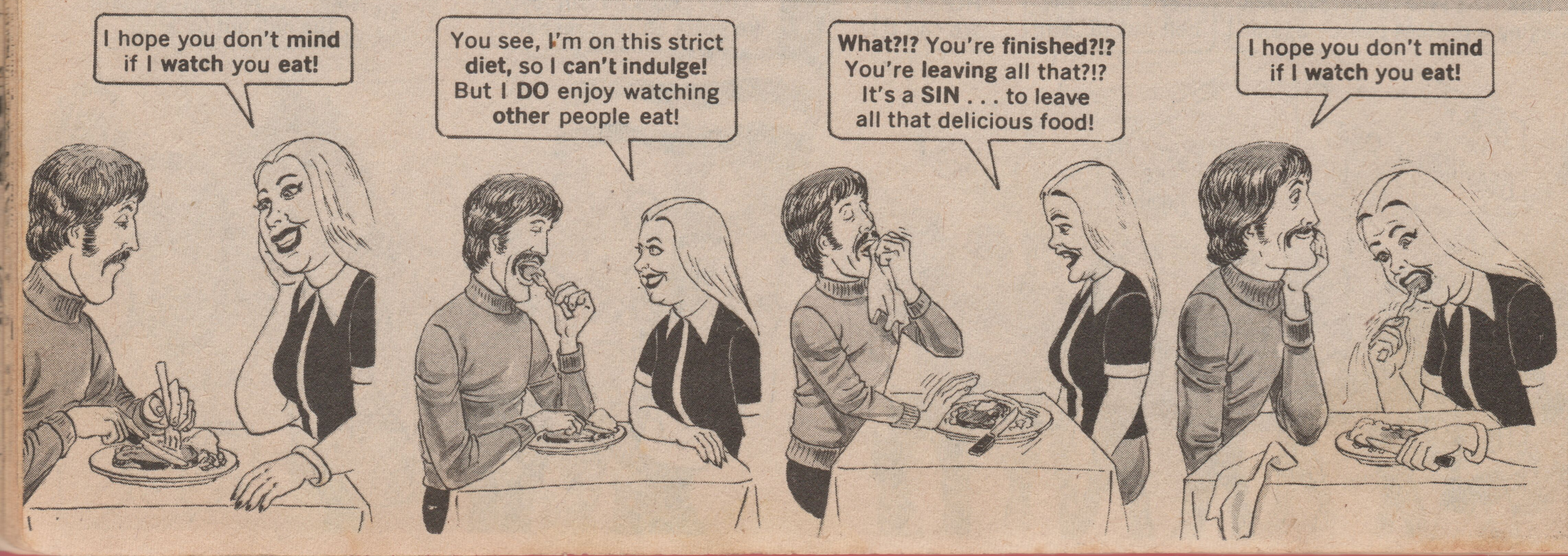

Well? How'd you like the **Stock Car Races?**
Ahhh! It was **no big deal!**
40
There was the usual bunch of souped-up cars zooming around the track! It was **no big deal!**
But **coming home!** That was **SOMETHING ELSE!** Man, was **that** exciting!
There was a **twenty-car pile-up** on the **Freeway!**

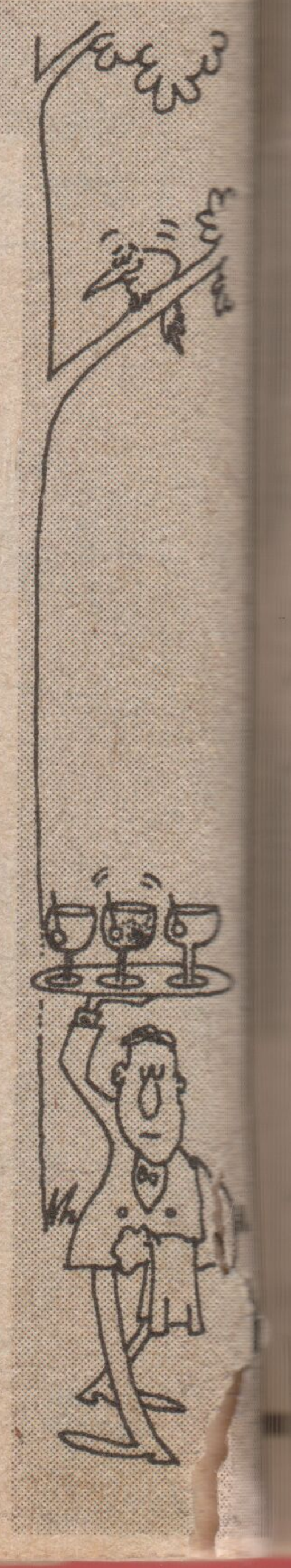

Here, look! The **Freaks** and **Weirdos** are staging a **protest parade** again!
Let's **beat** the **hell** out of 'em!
HOLD IT! We **can't!**
The **FLAG's** passin' by! We gotta show it **respect!**
Okay . . . **NOW** let's beat the hell out of 'em!!
PEACE
BLACK IS BEAUTIFULL
Gay is Lovely
STOP the BOMBING
LEGALISE POT!
WOMEN'S LIB

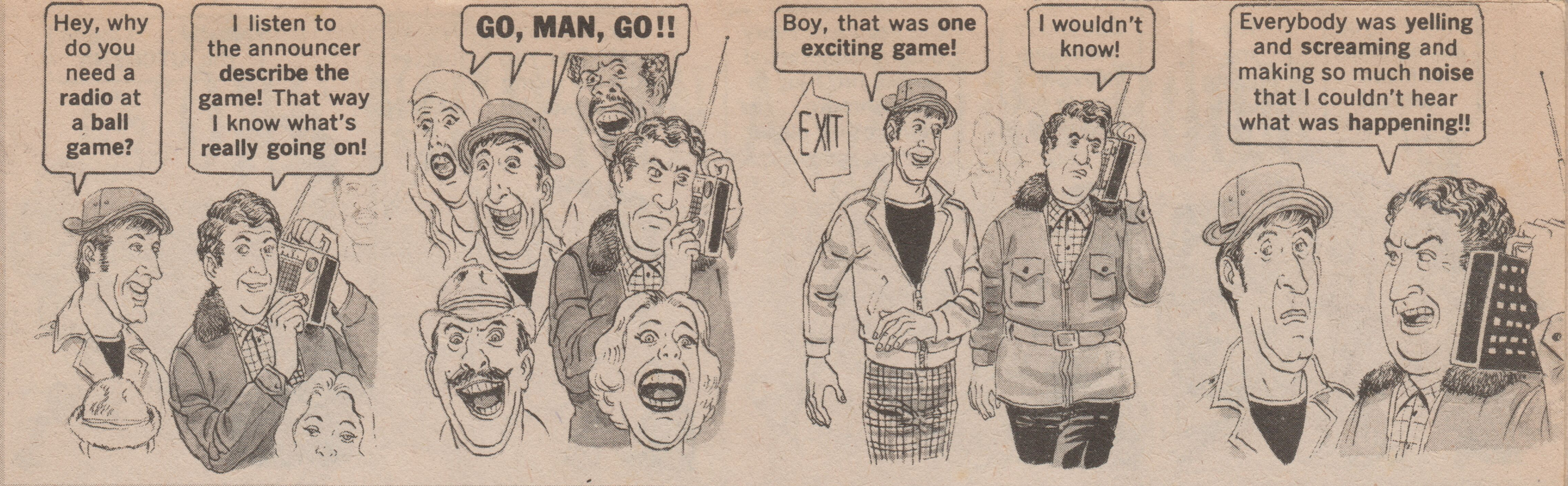

You told me that you ENJOY Opera! Right?
That's right!
You told me to send away for tickets months in advance! You told me to spend $25.00 for the best seats! Right?
That's right! So . . . ?
SO HOW COME YOU SLEPT THROUGH THE WHOLE THING?!
That's what I enjoy about Opera!!

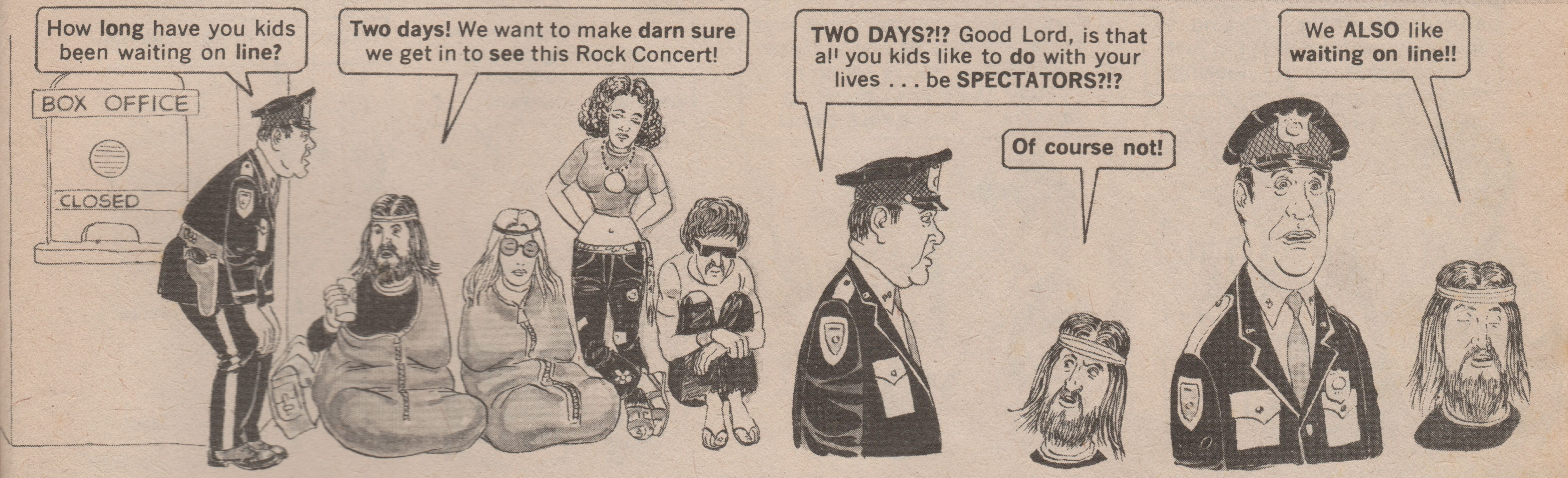

It's amazing! You were born and raised in the Southern part of the United States! In your whole life, you've never even SEEN snow!
And you've never had a pair of ice skates on your feet! Yet, you're always watching HOCKEY games on television!
What made you such a Hockey fan?
I'm NOT a Hockey fan!!
I'm a FIGHT fan!!

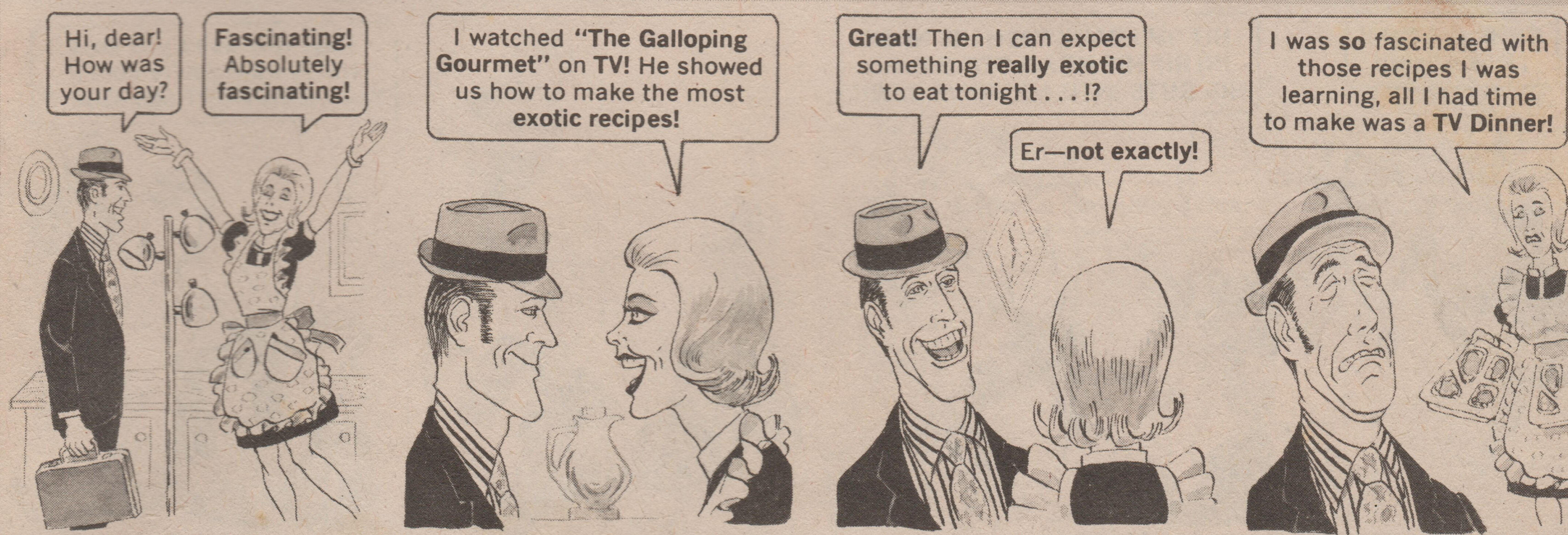

Look at that Mrs. Kaputnik! She's a Senior Citizen like us! So what does she do? Plays tennis, golf and shuffleboard! And she's always volunteering for every Hospital Affair and Charity Fund Drive!
Not only that, but she dyes her hair, wears make-up like some painted hussy, and makes goo-goo eyes at all the men!
Why can't she accept growing old gracefully?! Why can't she act her age?! Why can't she just sit here on a park bench . . .
. . . and MIND HER OWN BUSINESS . . .
. . . LIKE ME?!?

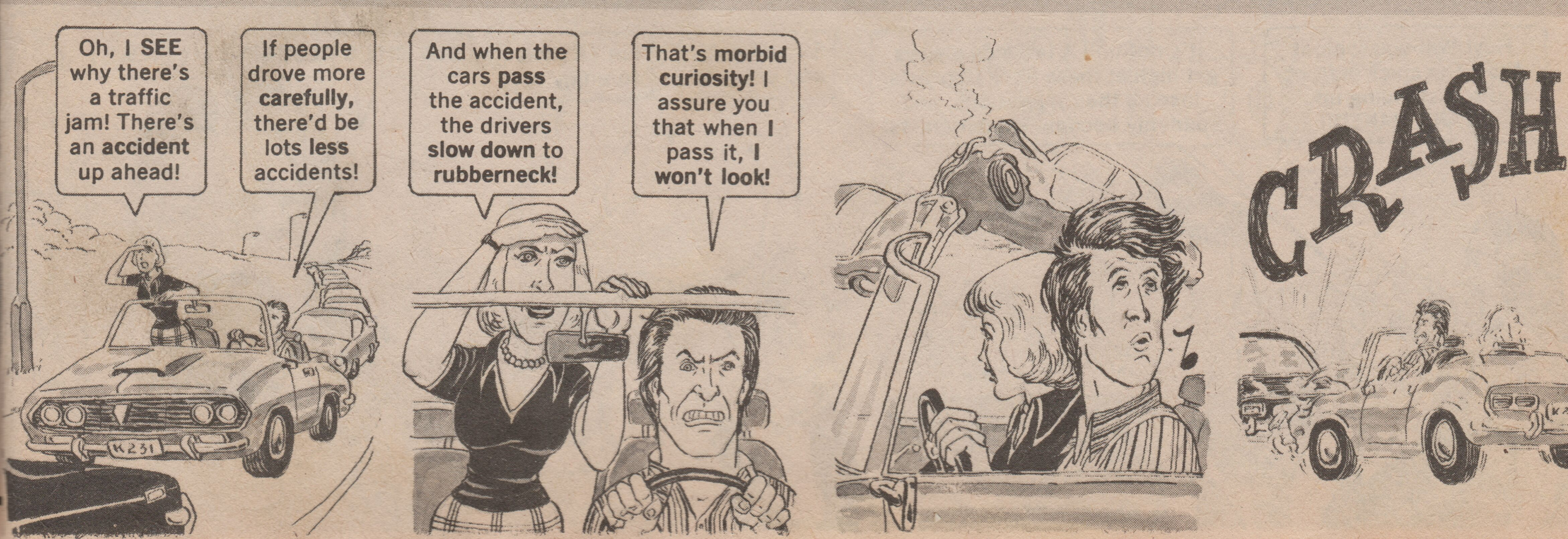

I hope you don't mind if I watch you eat!
You see, I'm on this strict diet, so I can't indulge! But I DO enjoy watching other people eat!
What?!? You're finished?!? You're leaving all that?!? It's a SIN . . . to leave all that delicious food!
I hope you don't mind if I watch you eat!

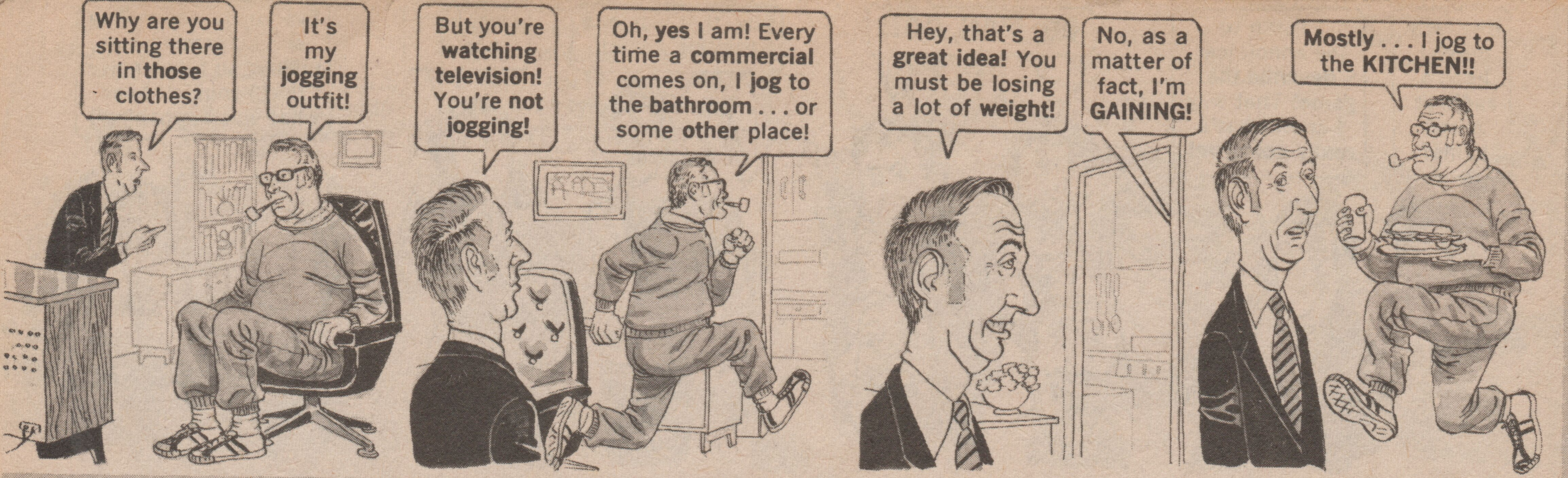


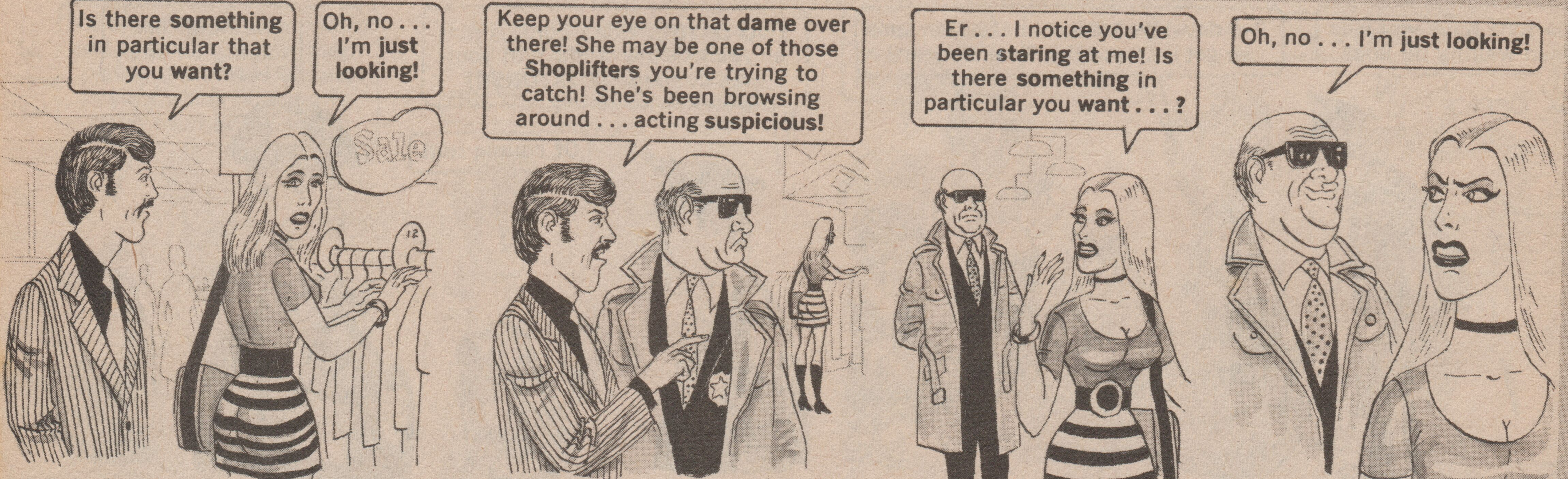

Hey, why do you need a radio at a ball game?
I listen to the announcer describe the game! That way I know what's really going on!
GO, MAN, GO!!
Boy, that was one exciting game!
EXIT
I wouldn't know!
Everybody was yelling and screaming and making so much noise that I couldn't hear what was happening!!

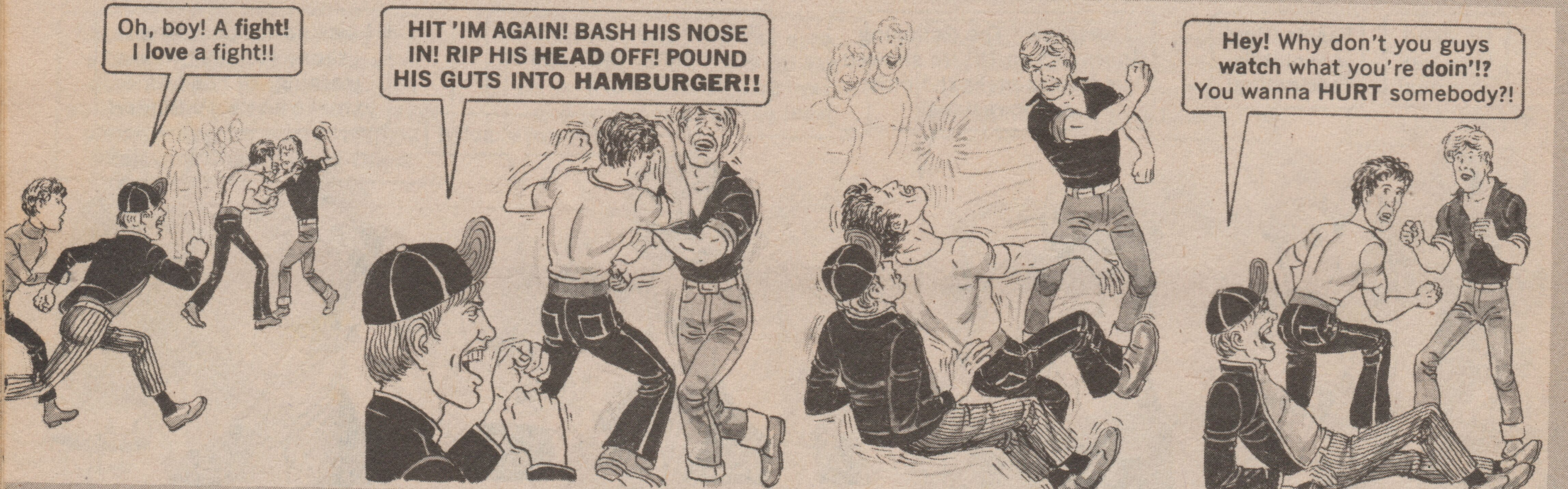

How long have you kids been waiting on line?
BOX OFFICE
CLOSED
Two days! We want to make darn sure we get in to see this Rock Concert!
TWO DAYS?!? Good Lord, is that all you kids like to do with your lives . . . be SPECTATORS?!?
Of course not!
We ALSO like waiting on line!!

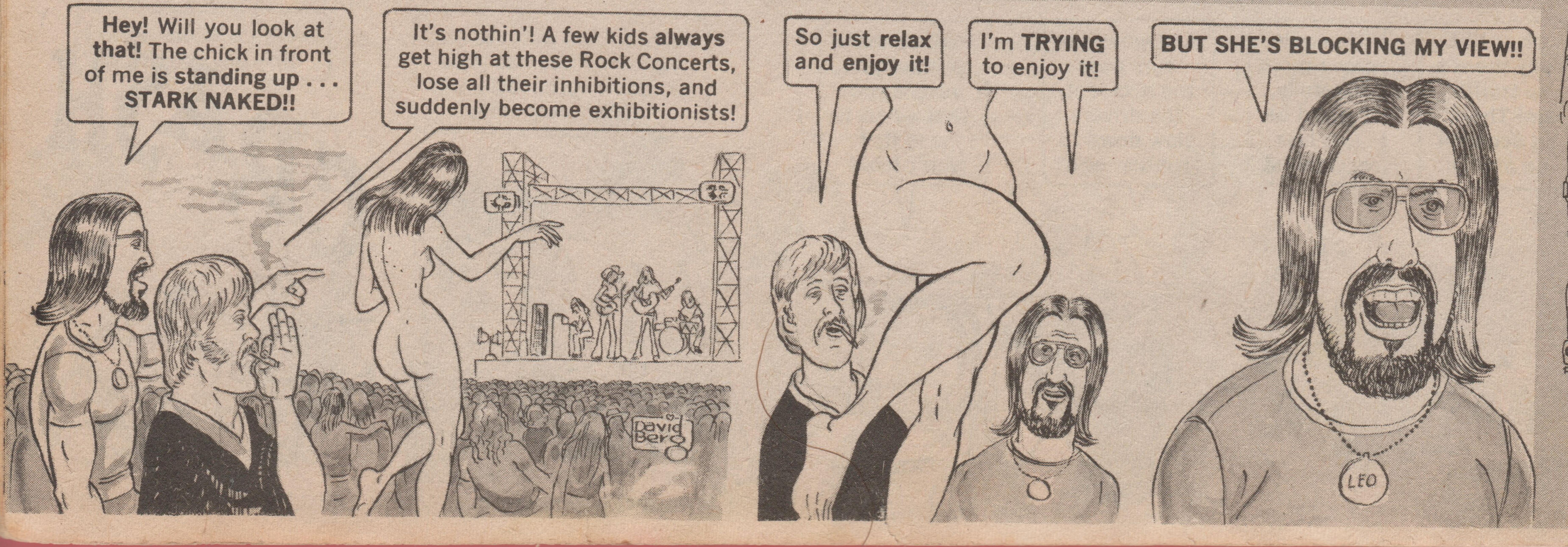

Hi, dear! How was your day?
Fascinating! Absolutely fascinating!
I watched "The Galloping Gourmet" on TV! He showed us how to make the most exotic recipes!
Great! Then I can expect something really exotic to eat tonight . . . !?
Er—not exactly!
I was so fascinated with those recipes I was learning, all I had time to make was a TV Dinner!


Oh, I SEE why there's a traffic jam! There's an accident up ahead!
If people drove more carefully, there'd be lots less accidents!
K231
And when the cars pass the accident, the drivers slow down to rubberneck!
That's morbid curiosity! I assure you that when I pass it, I won't look!
CRASH
K231


Why are you sitting there in **those** clothes?
It's my **jogging** outfit!
But you're **watching television!** You're **not jogging!**
Oh, **yes** I am! Every time a **commercial** comes on, I **jog** to the **bathroom** . . . or some **other** place!
Hey, that's a **great idea!** You must be losing a lot of **weight!**
No, as a matter of fact, I'm **GAINING!**
Mostly . . . I jog to the **KITCHEN!!**

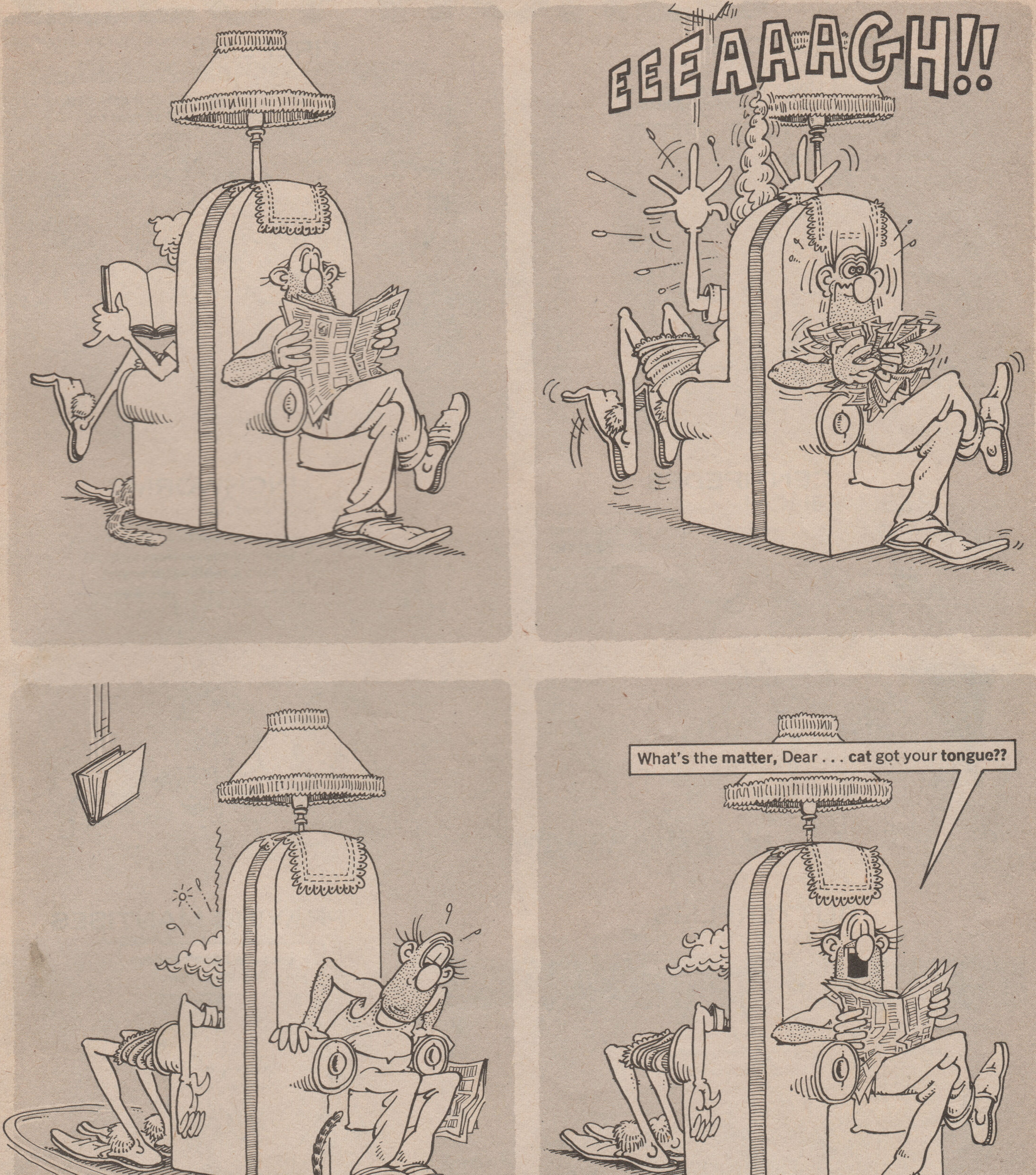

Is there **something** in particular that you **want?**
Oh, no . . . I'm **just looking!**
Sale
12
Keep your eye on that **dame** over there! She may be one of those **Shoplifters** you're trying to catch! She's been browsing around . . . acting **suspicious!**
Er . . . I notice you've been **staring** at me! Is there **something** in particular you **want . . . ?**
Oh, no . . . I'm **just looking!**


Oh, boy! A **fight!** I **love** a fight!!
HIT 'IM AGAIN! BASH HIS NOSE IN! RIP HIS **HEAD** OFF! POUND HIS GUTS INTO **HAMBURGER!!**
Hey! Why don't you guys **watch** what you're **doin'!?** You wanna **HURT** somebody?!


Hey! Will you look at **that!** The chick in front of me is standing up . . . **STARK NAKED!!**
It's nothin'! A few kids **always** get high at these Rock Concerts, lose all their inhibitions, and suddenly become exhibitionists!
David Berg
So just **relax** and **enjoy** it!
I'm **TRYING** to enjoy it!
BUT SHE'S BLOCKING MY VIEW!!
LEO

DON MARTIN DEPT. PART I

ONE NIGHT IN A LIVING ROOM

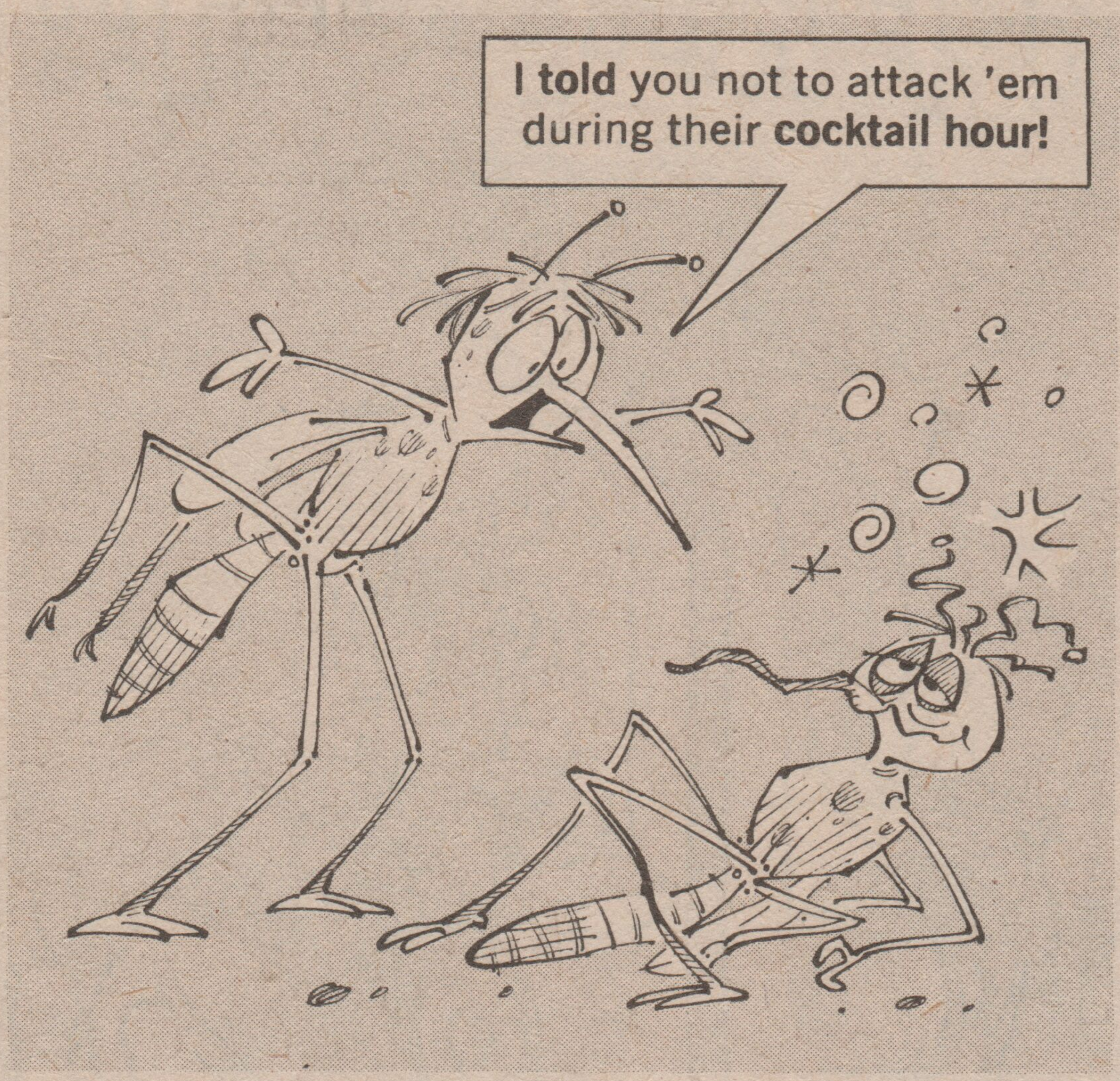

EEEAAAGH!!
What's the matter, Dear . . . cat got your tongue??
D. MARTIN

INSECT ASIDES DEPT.

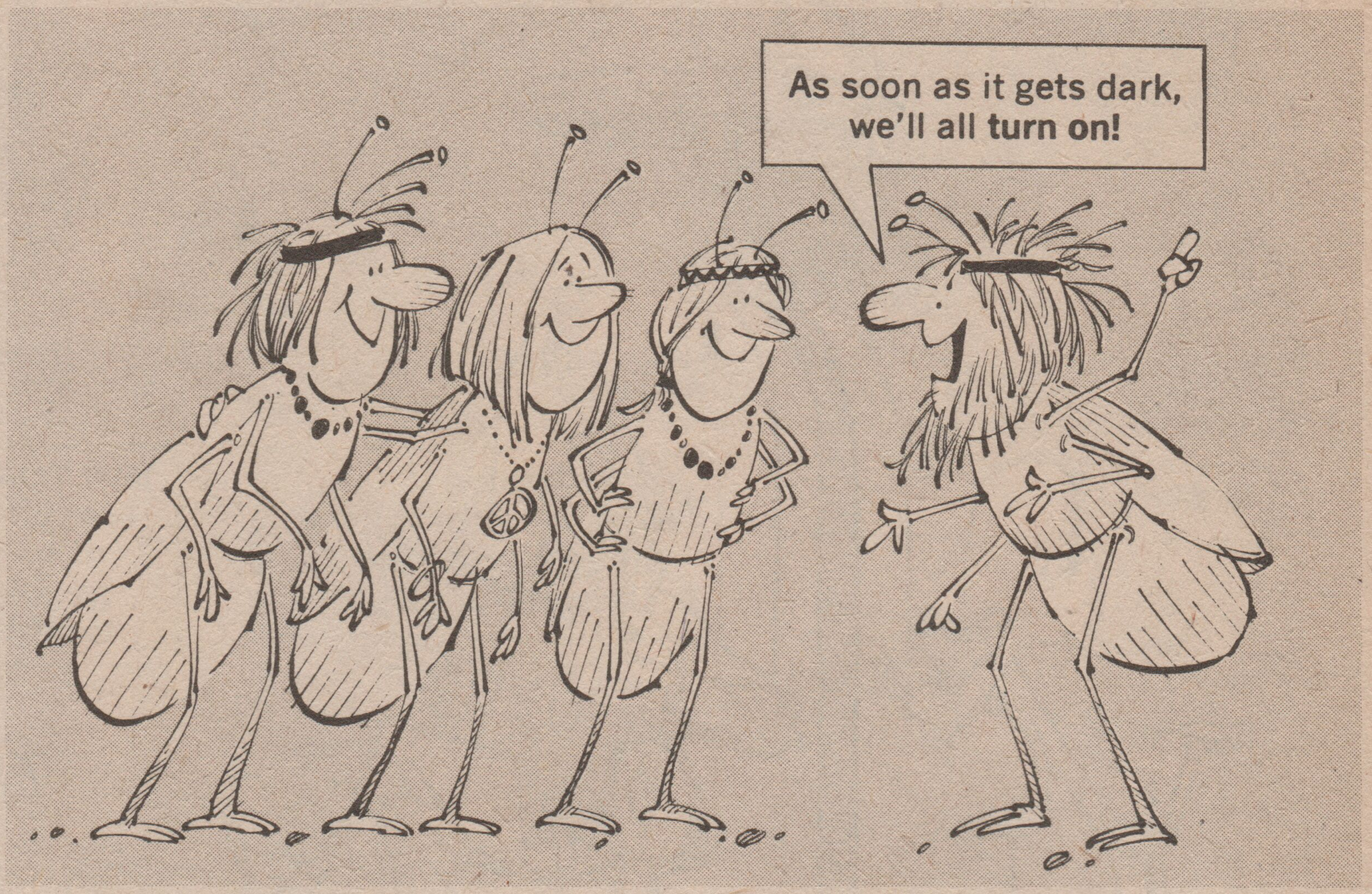
MAD "BUGS" THE

ARTIST: PAUL COKER, JR.

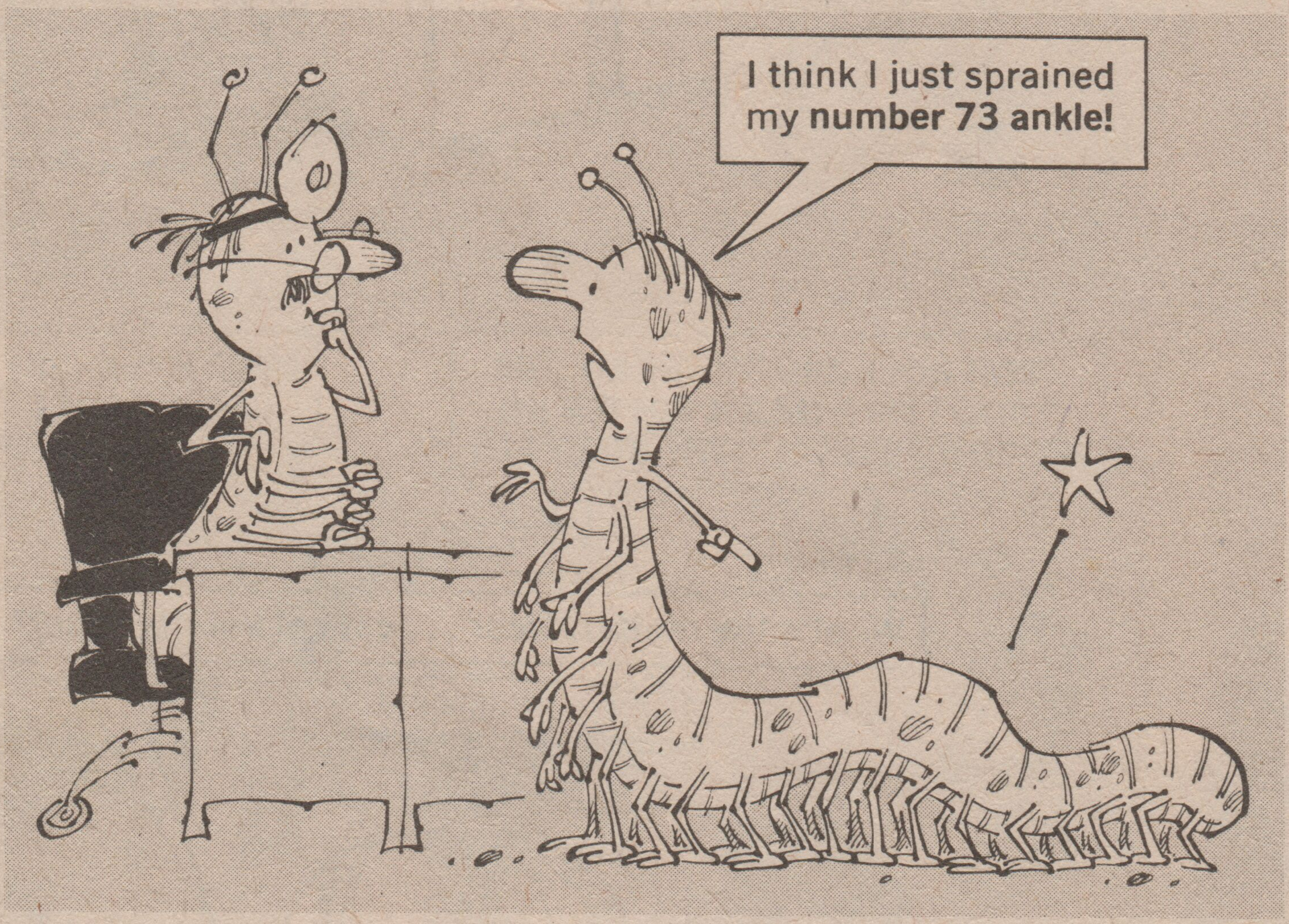
MOSQUITOES


I told you not to attack 'em during their cocktail hour!

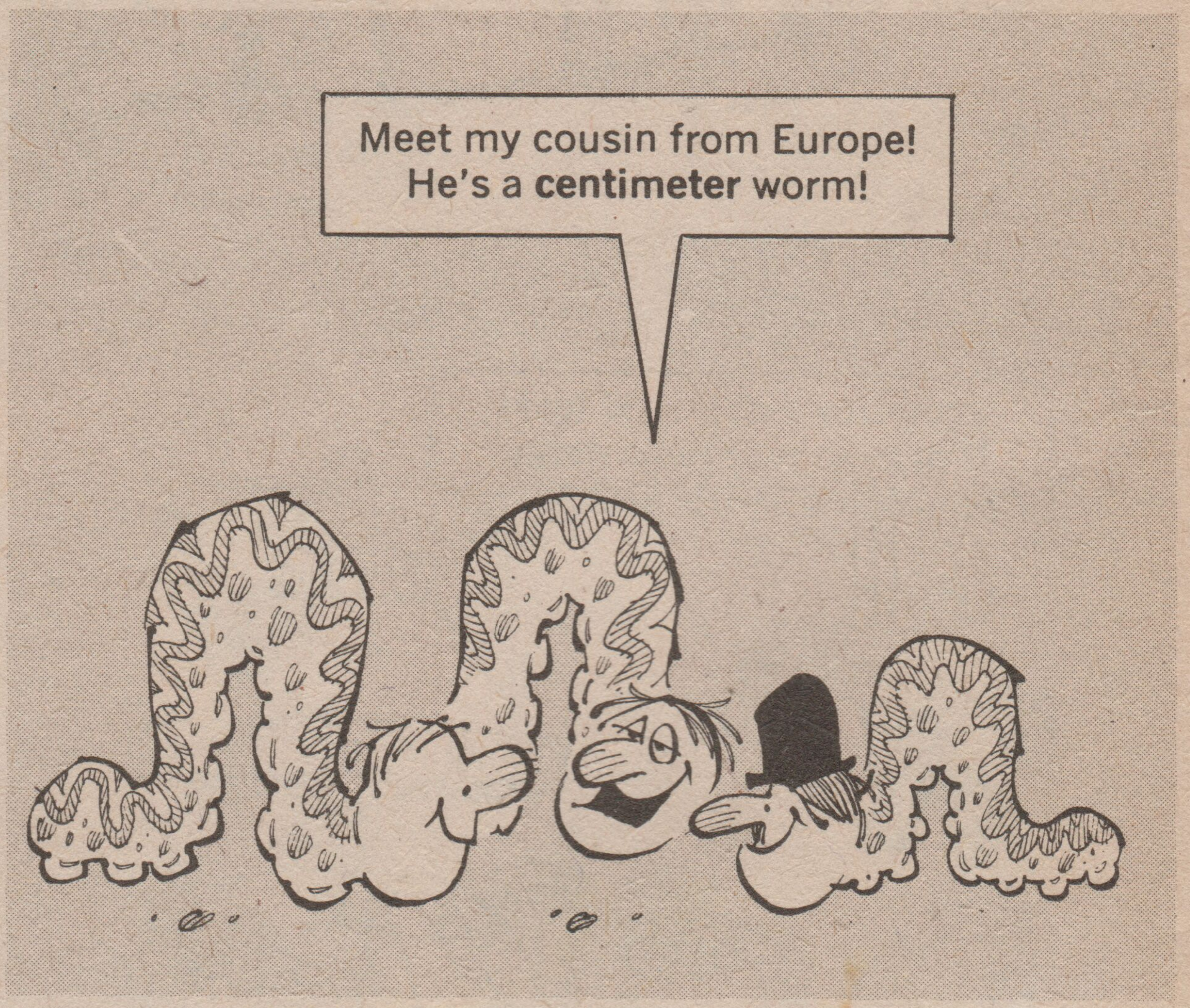
FIREFLIES


As soon as it gets dark, we'll all turn on!

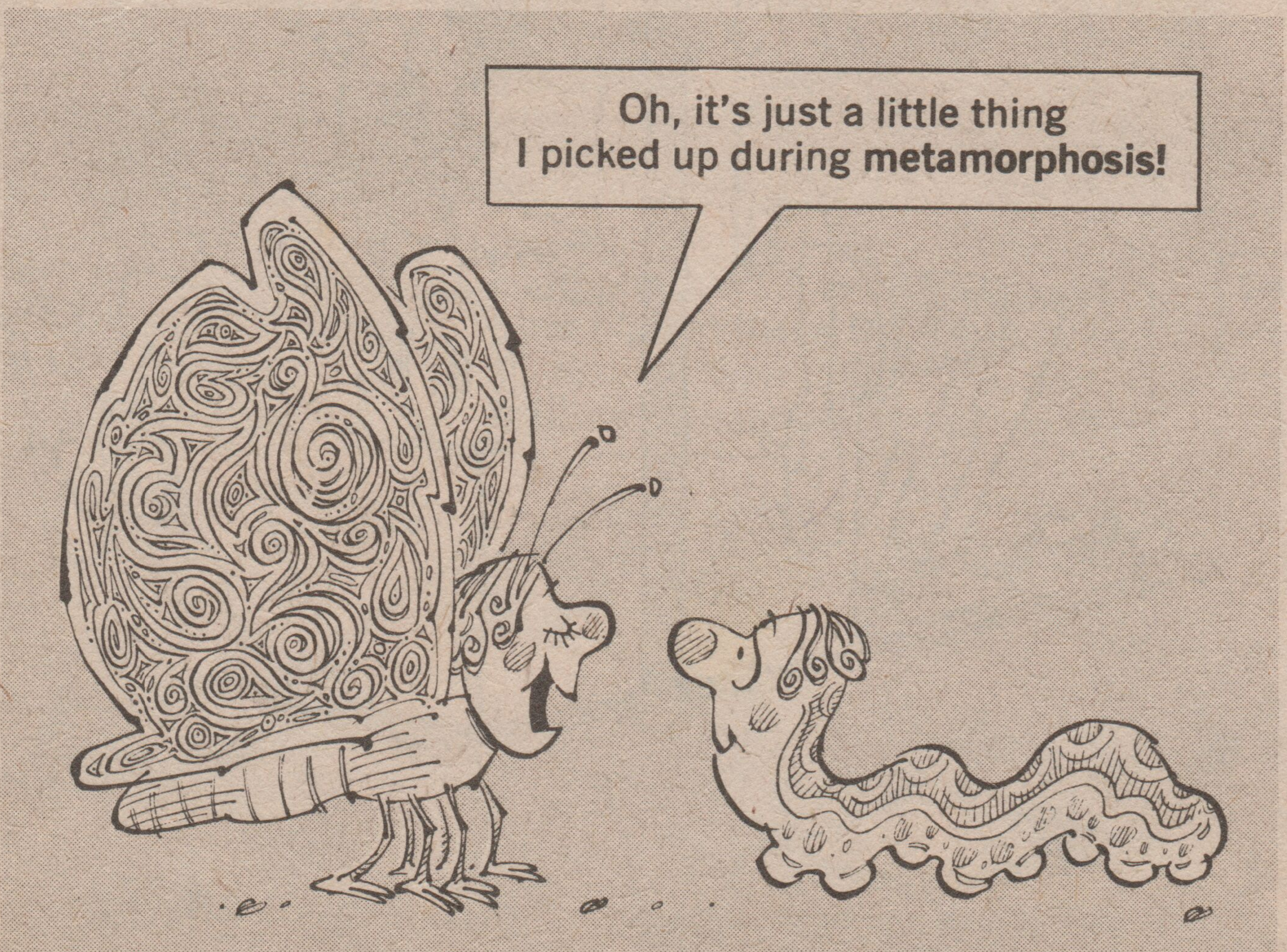
CENTIPEDES


I think I just sprained my number 73 ankle!

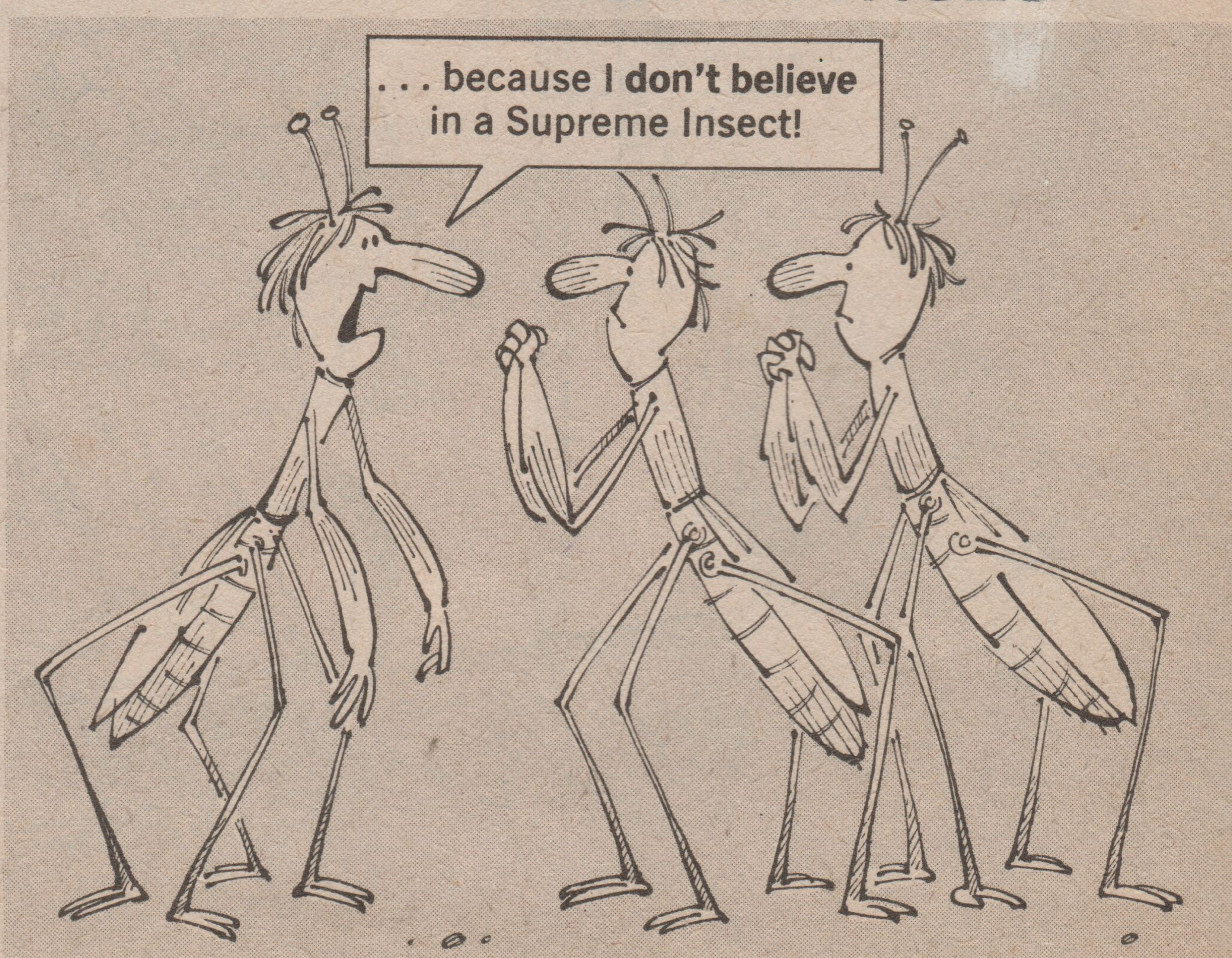
INCHWORMS


Meet my cousin from Europe! He's a centimeter worm!

BUTTERFLIES


Oh, it's just a little thing I picked up during metamorphosis!

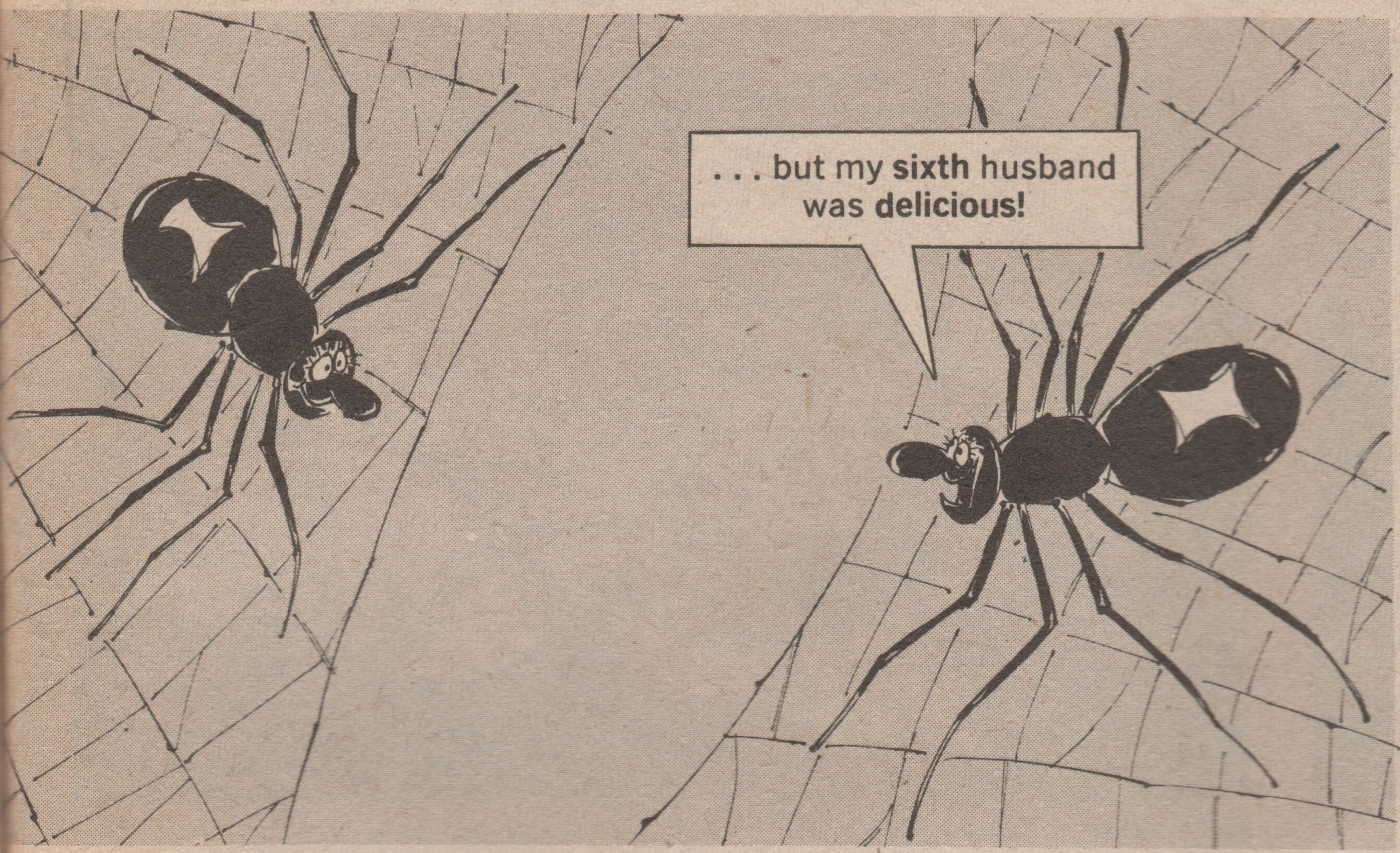
PRAYING MANTISES


. . . because I don't believe in a Supreme Insect!

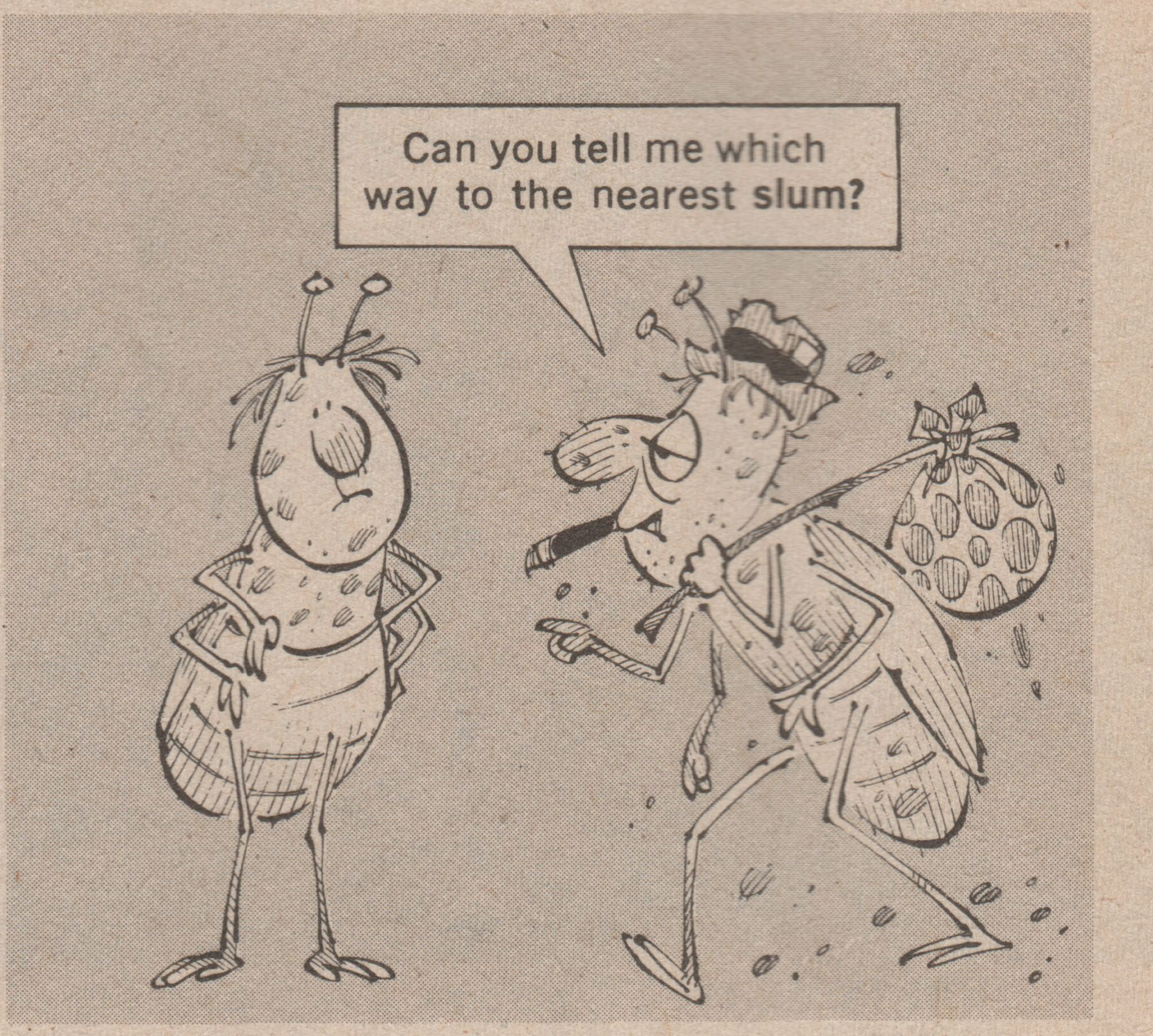
INSECT WORLD

WRITER: PAUL PETER PORGES

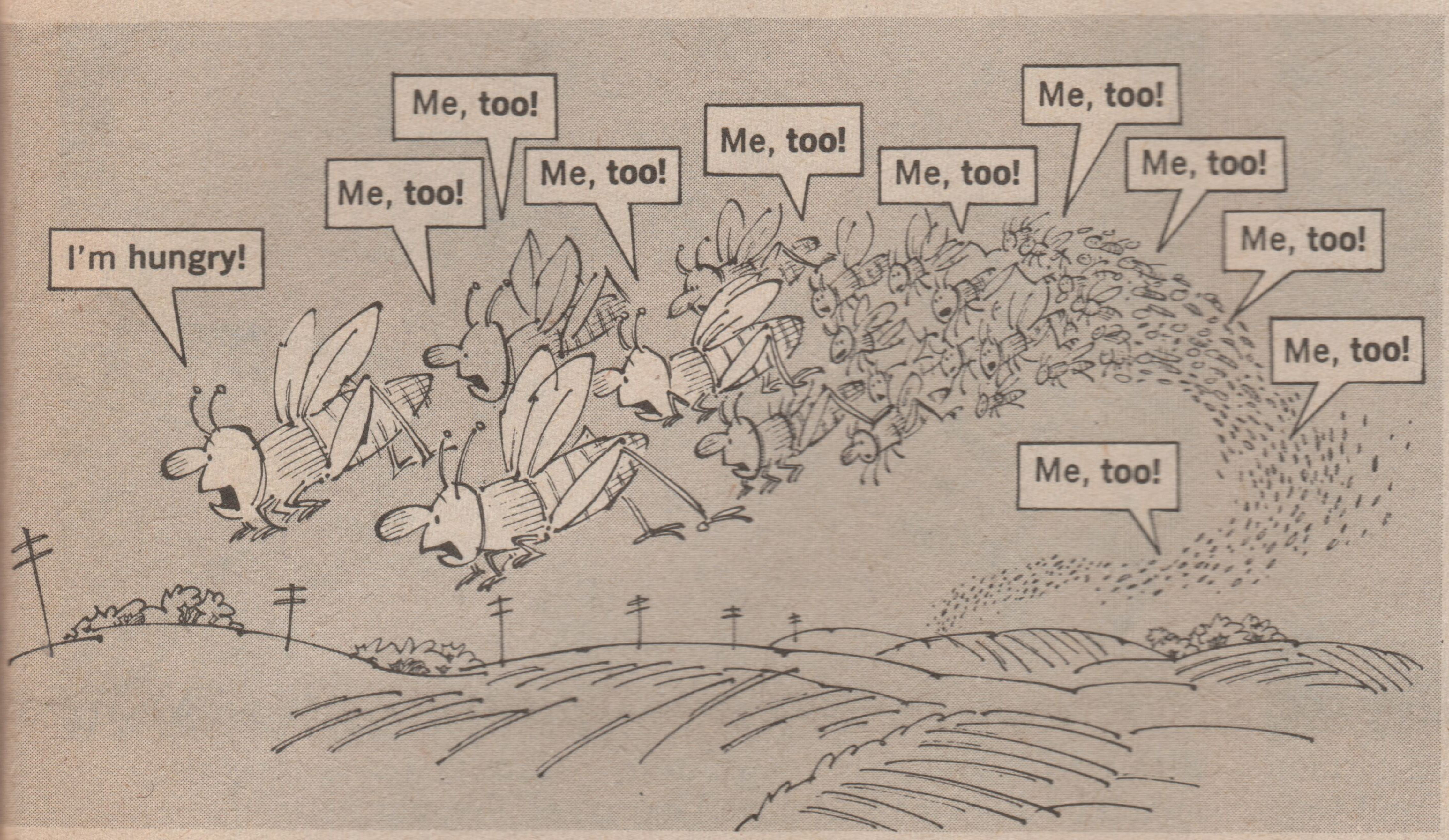
BLACK WIDOW SPIDERS


. . . but my **sixth** husband was **delicious!**

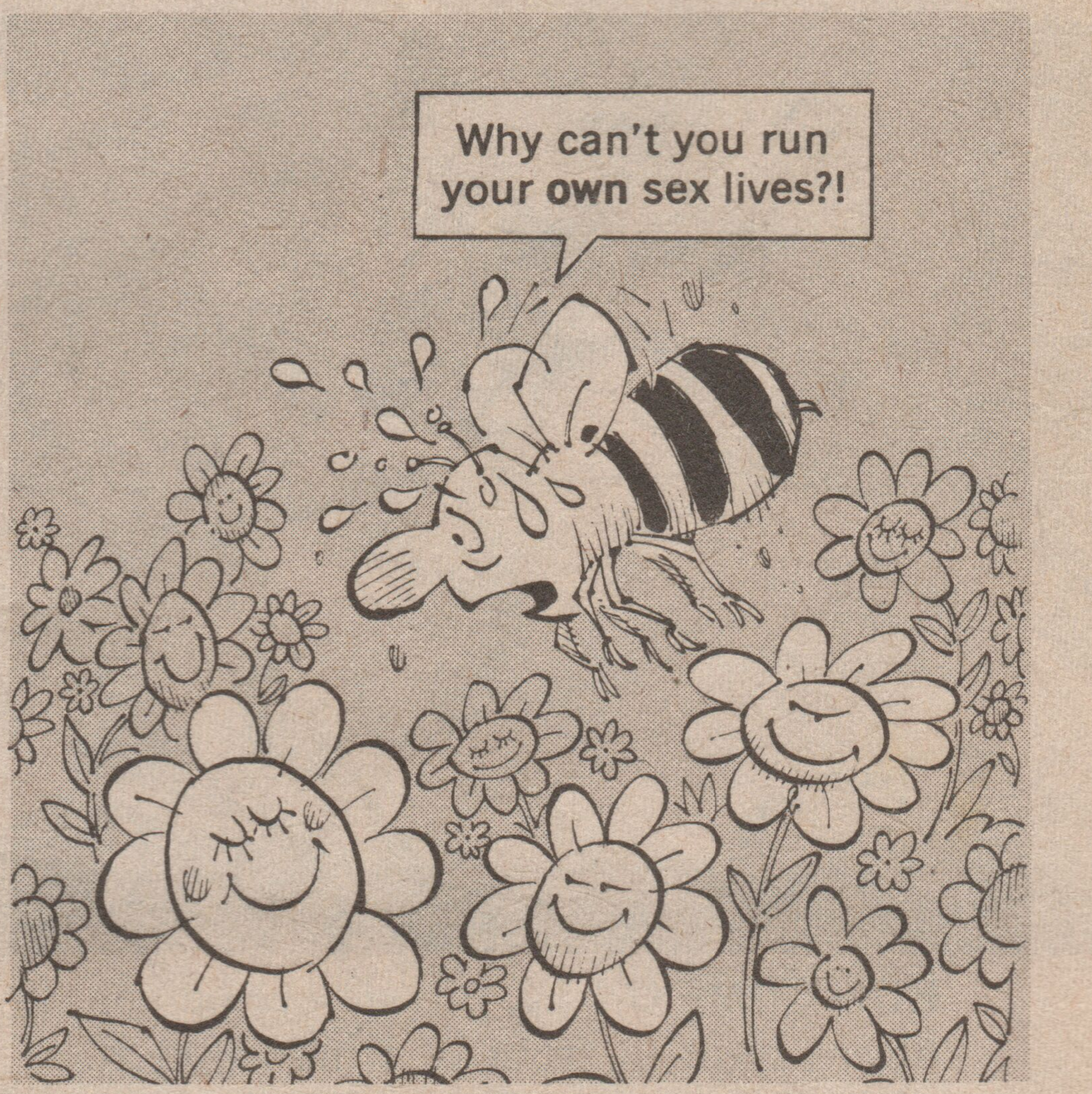
COCKROACHES


Can you tell me which way to the nearest **slum?**

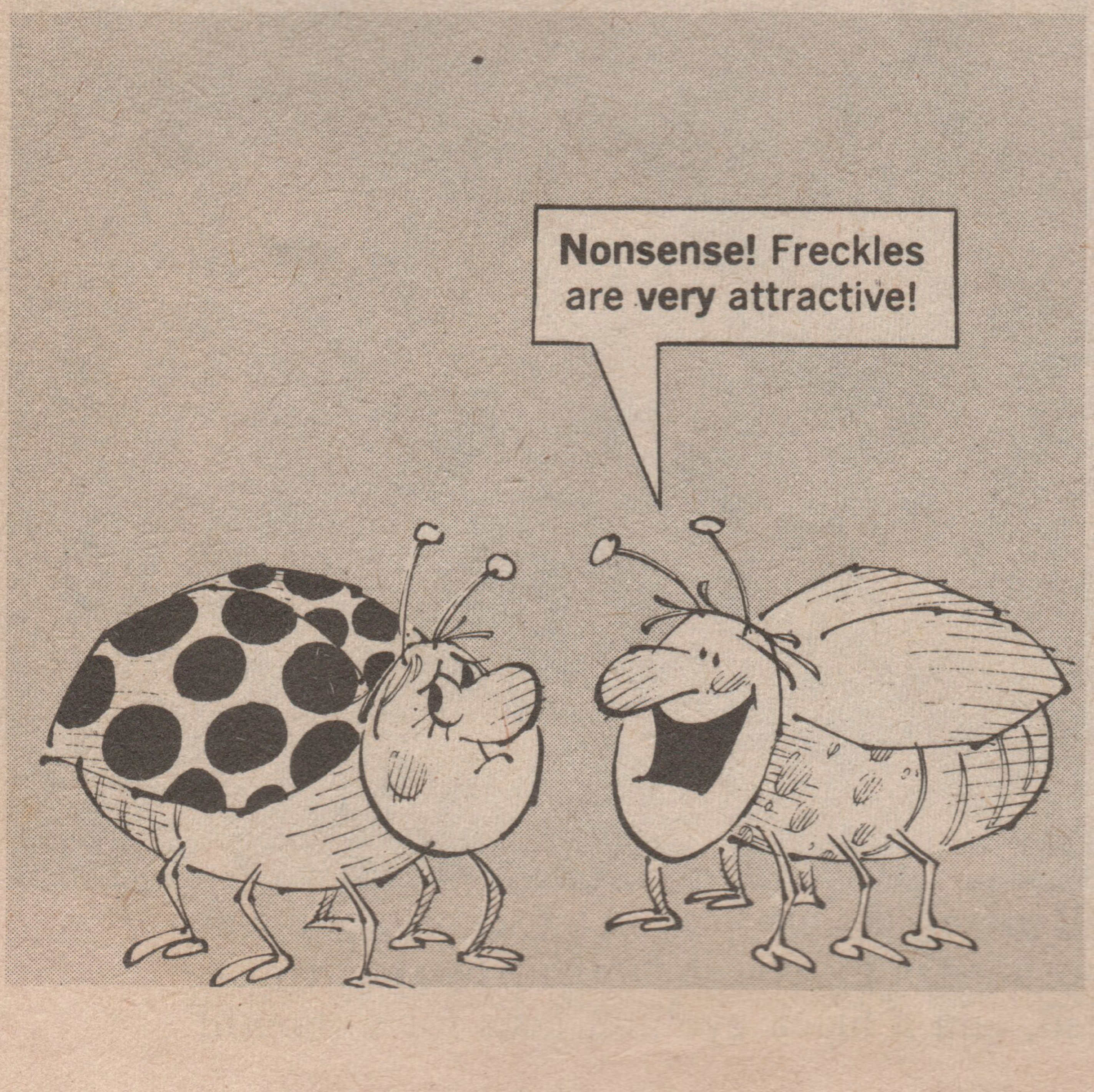
LOCUSTS


I'm **hungry!**
Me, **too!**
Me, too!
Me, **too!**
Me, **too!**
Me, **too!**
Me, too!
Me, **too!**
Me, **too!**
Me, **too!**
Me, too!

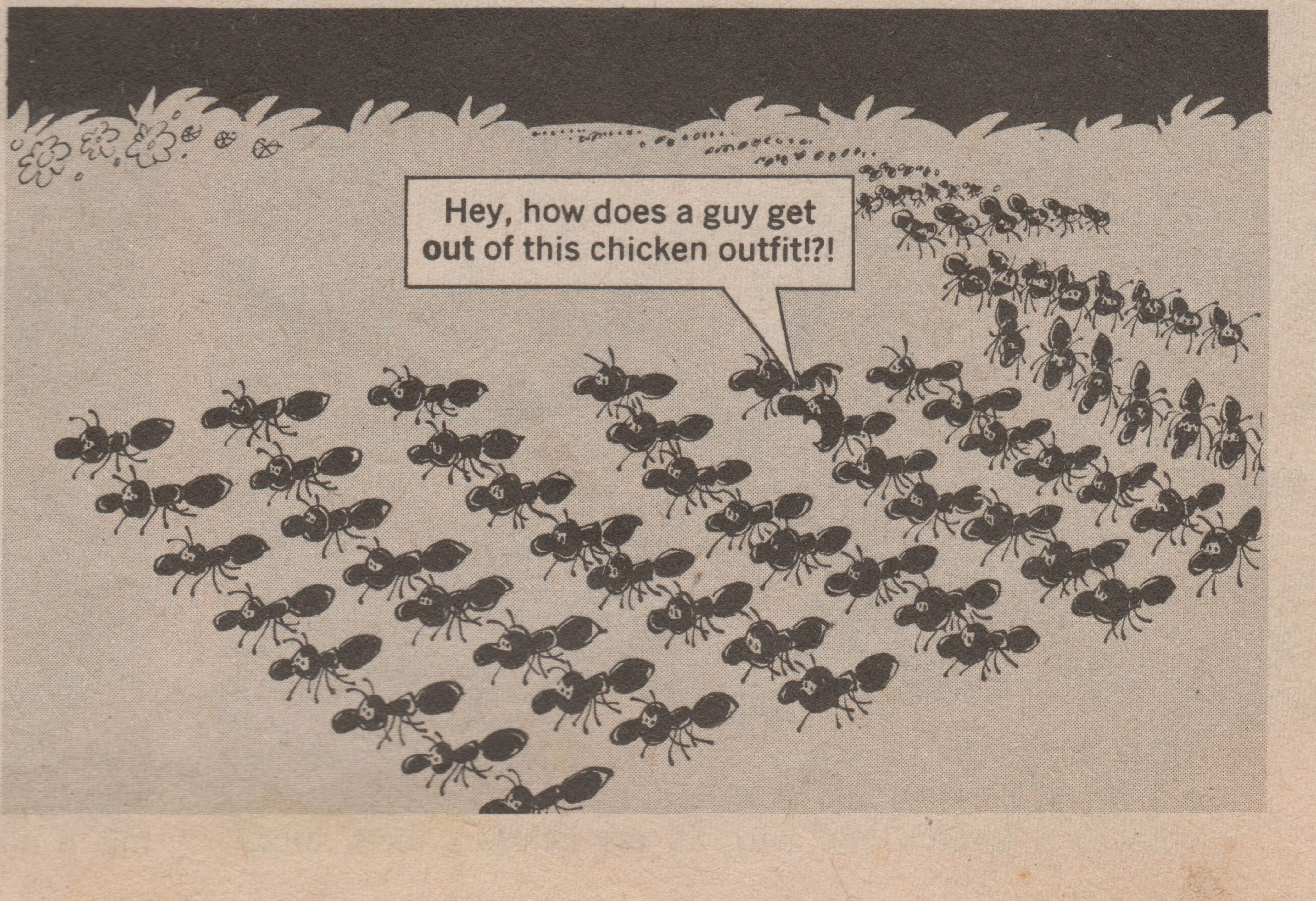
HONEY BEES


Why can't you run your **own** sex lives?!

LADY BUGS


Nonsense! Freckles are **very** attractive!

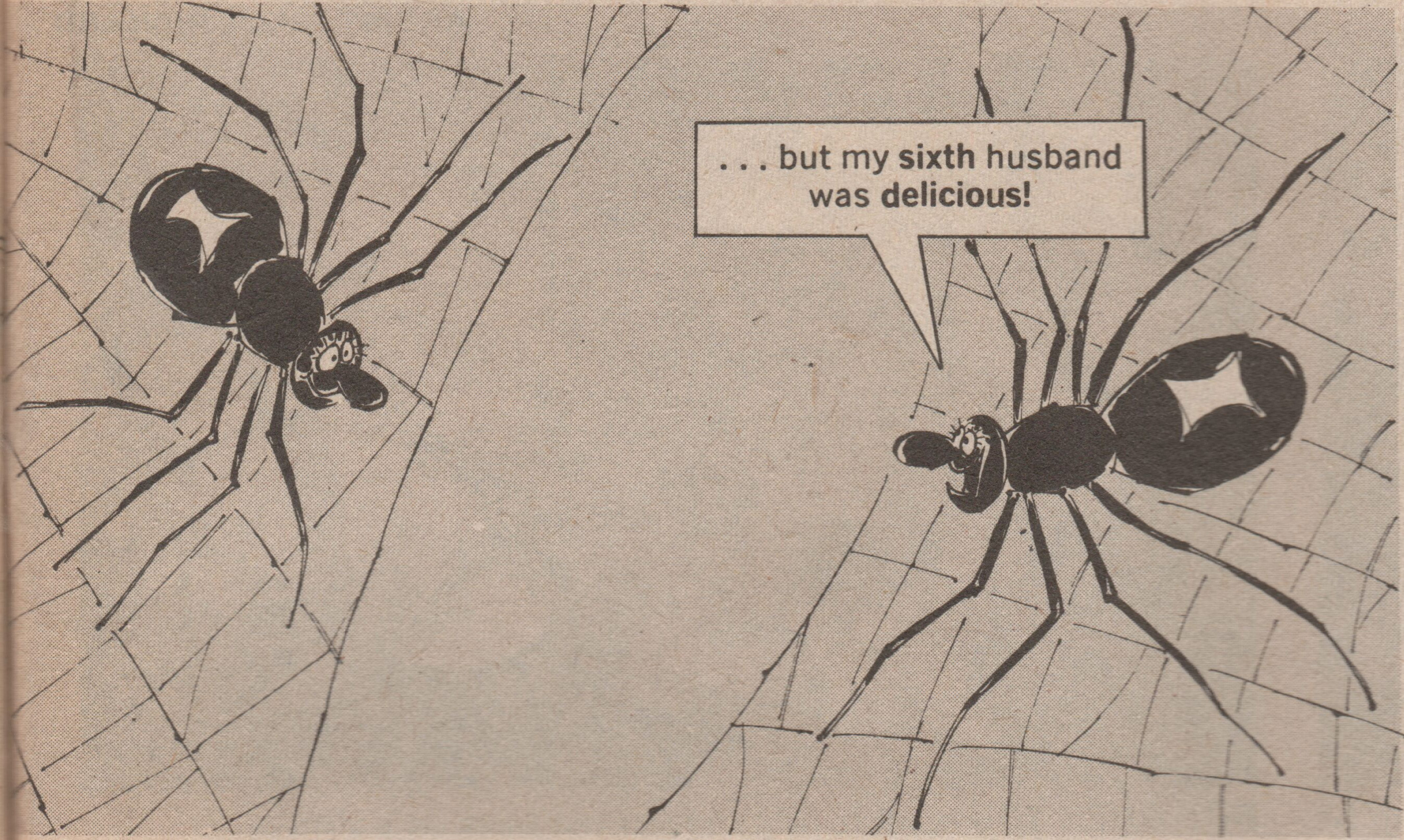
SOLDIER ANTS


Hey, how does a guy get **out** of this chicken outfit!?!

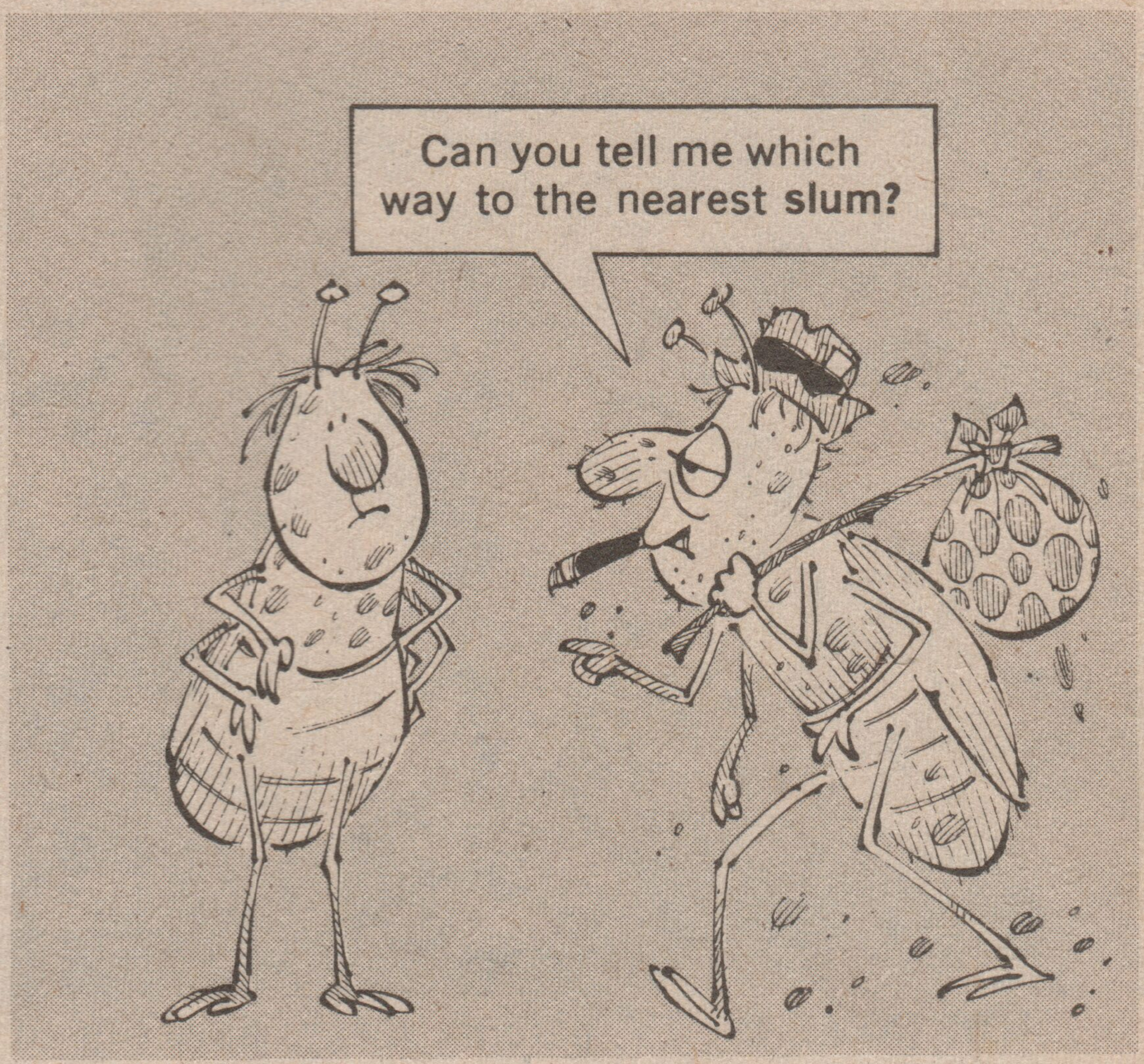
INSECT WORLD

WRITER: PAUL PETER PORGES

BLACK WIDOW SPIDERS


. . . but my **sixth** husband was **delicious!**

COCKROACHES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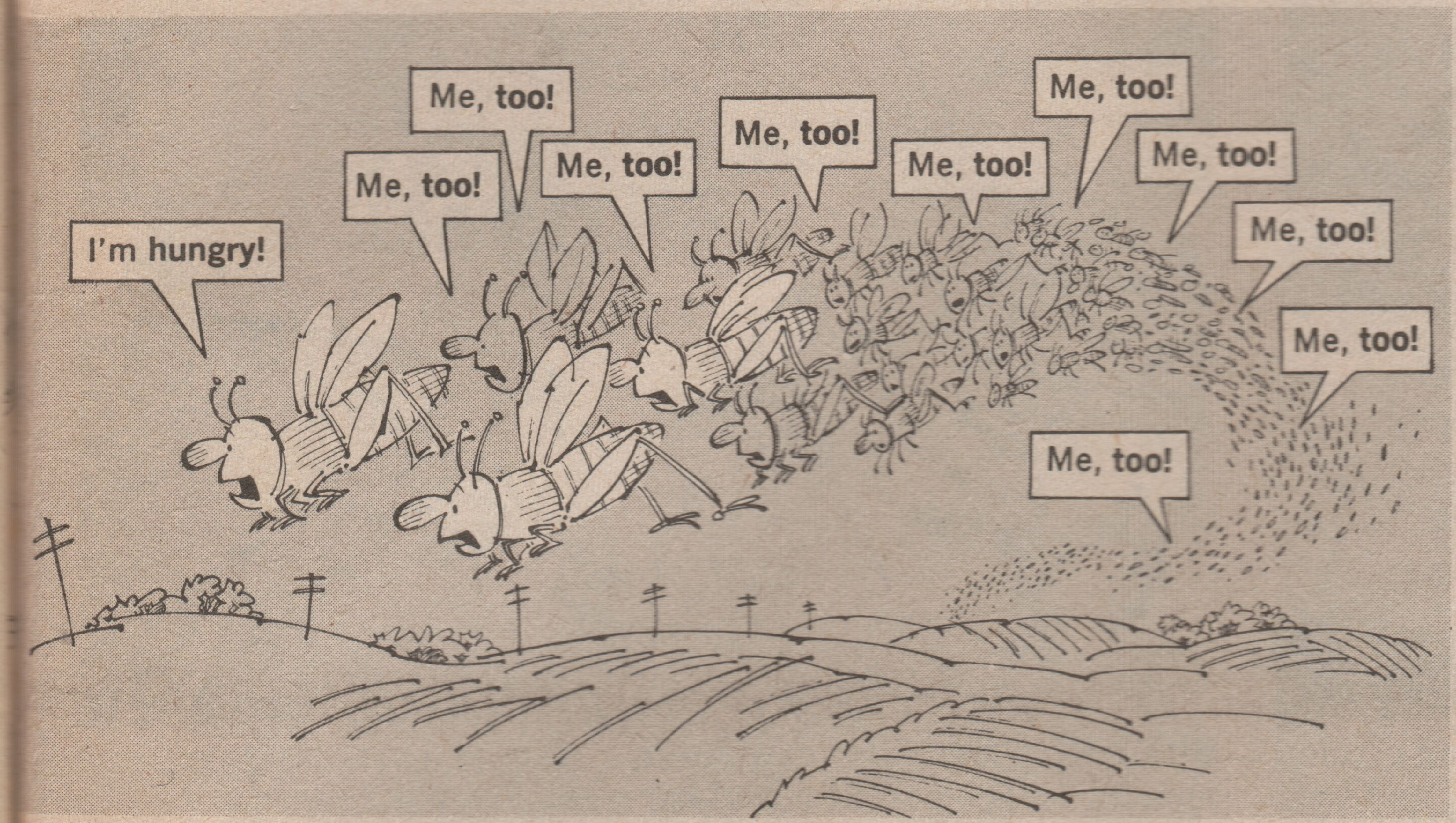
LOCUSTS


I'm **hungry!**
Me, **too!**
Me, **too!**
Me, **too!**
Me, **too!**
Me, **too!**
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Me, **too!**
Me, **too!**
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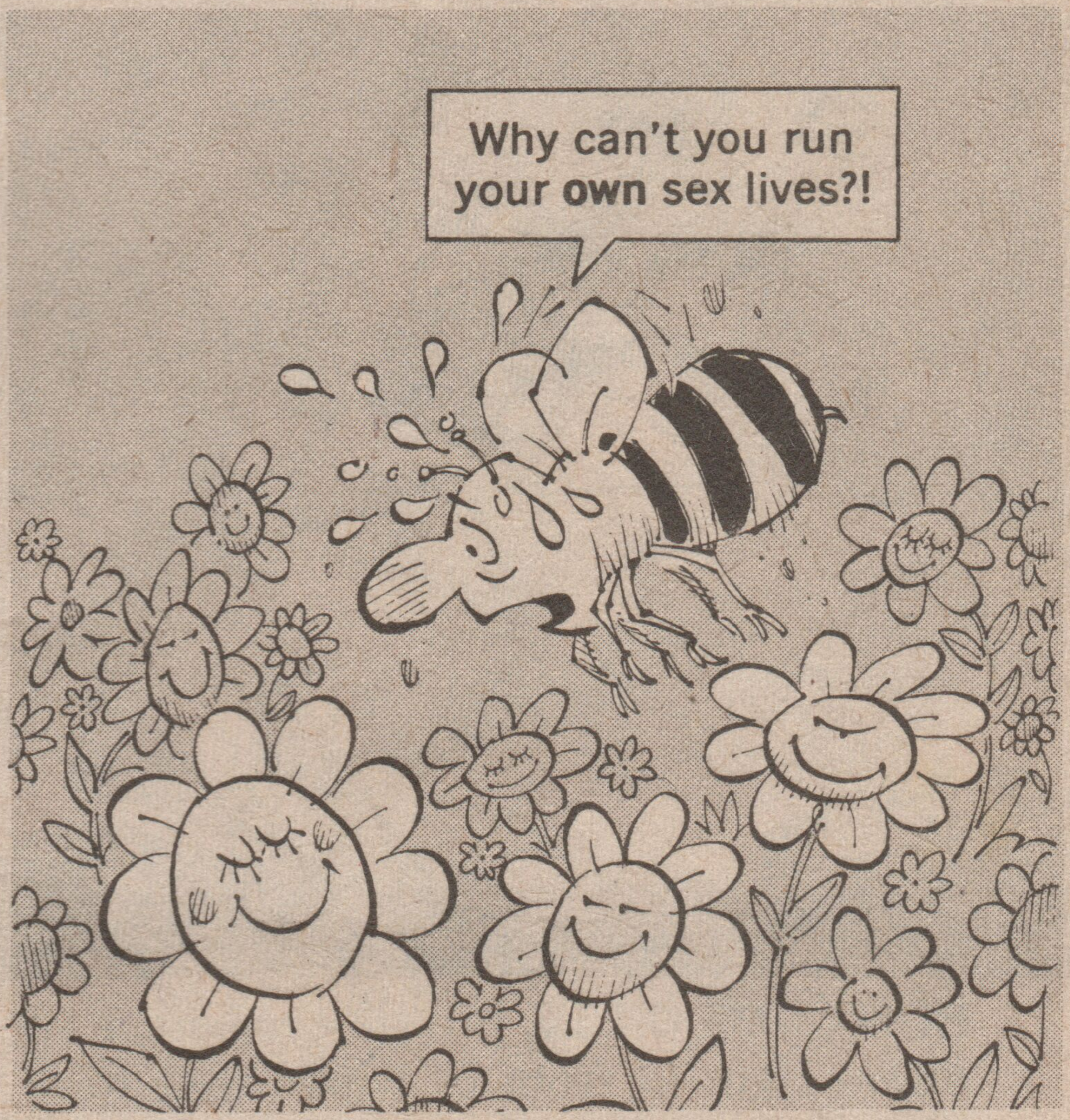
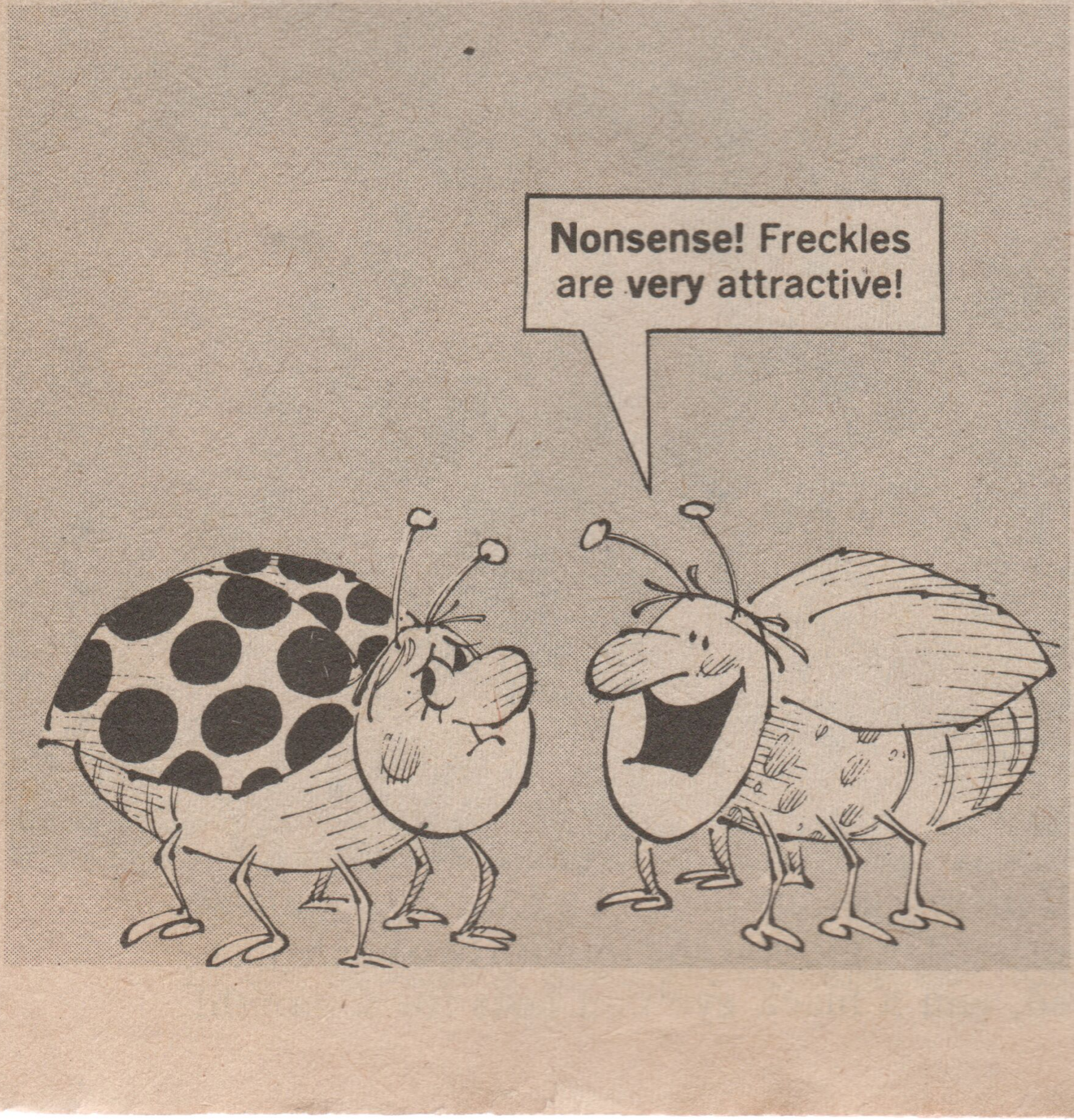
HONEY BEES


Why can't you run your **own** sex lives?!

LADY BUGS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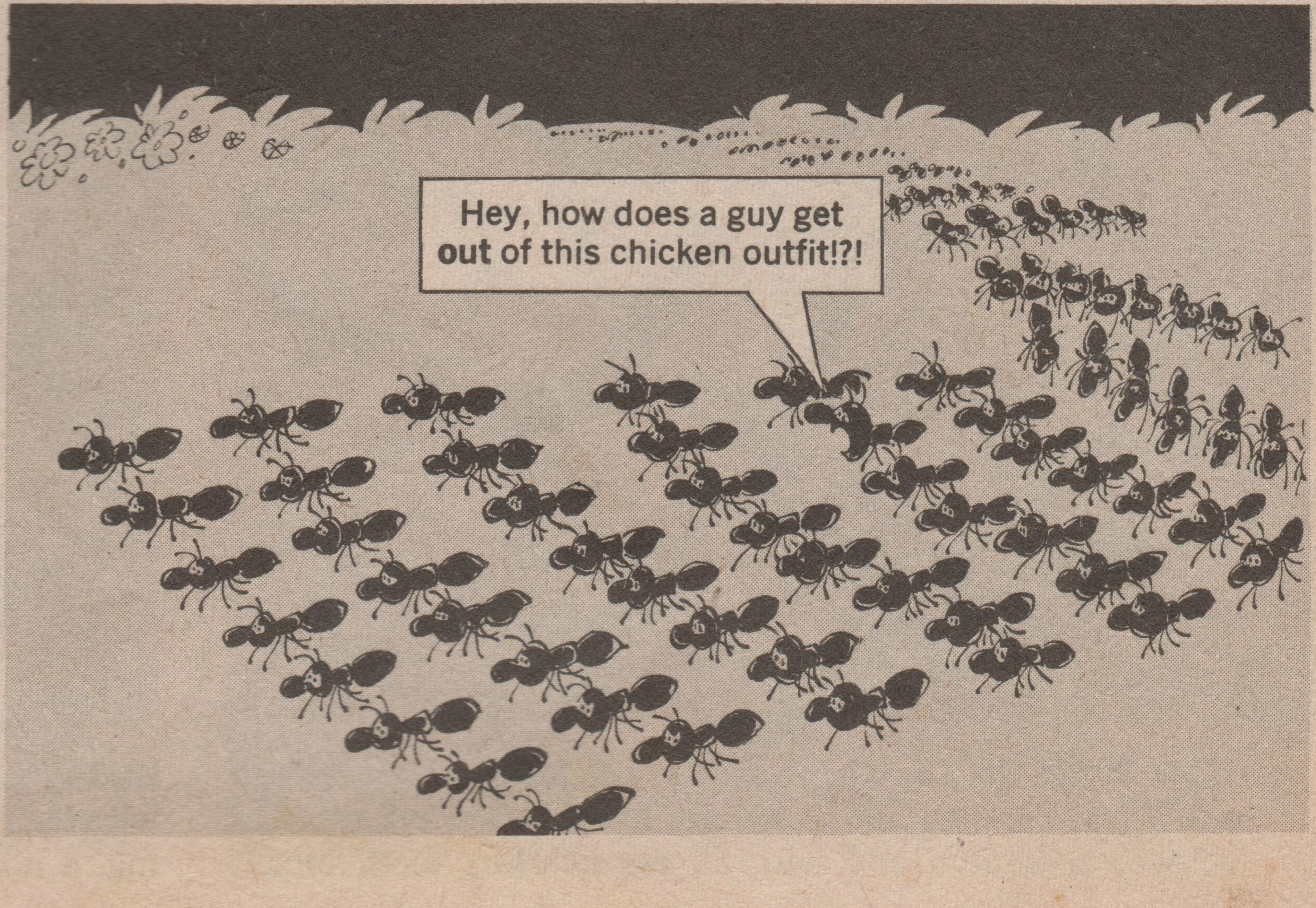
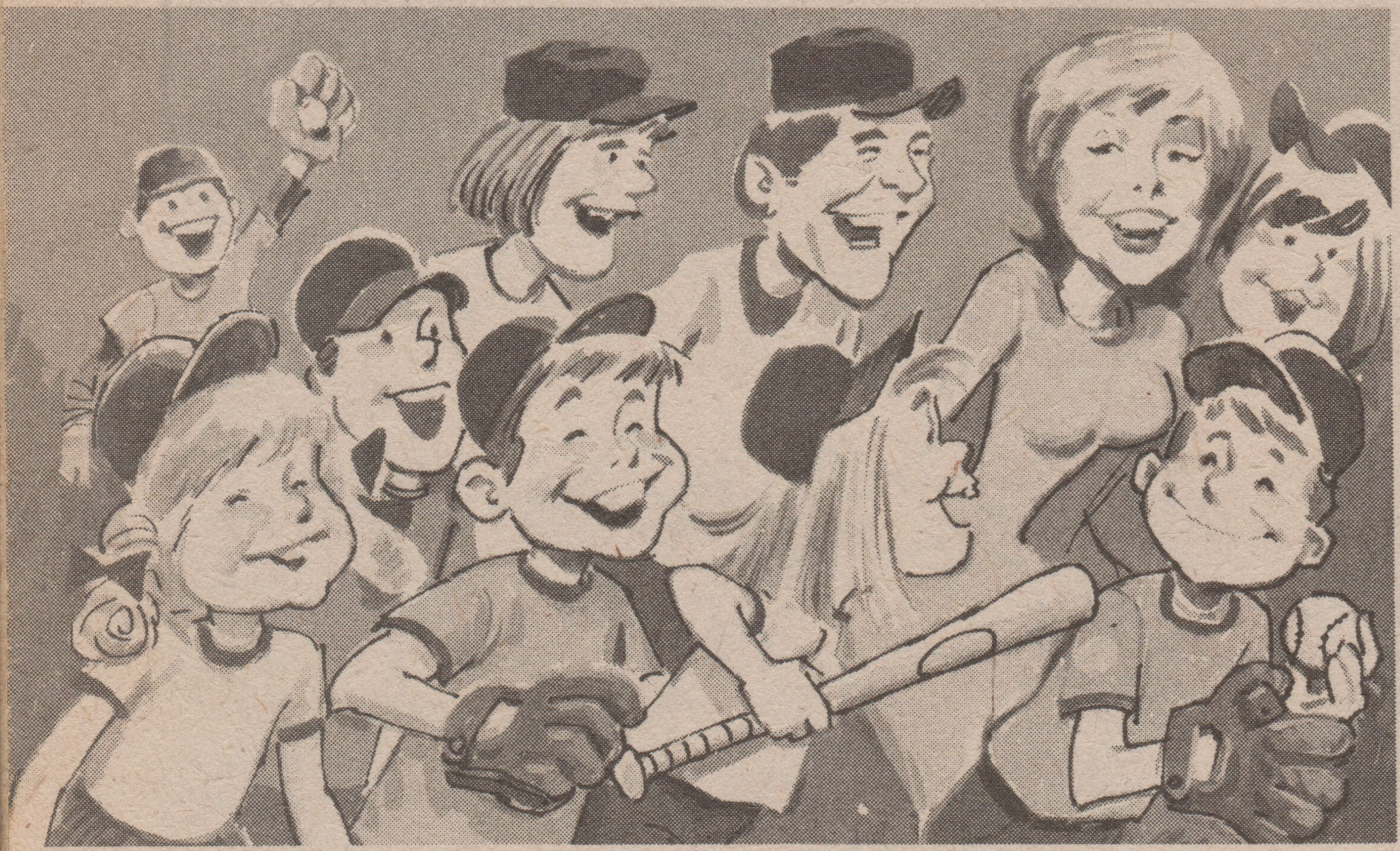
SOLDIER ANTS


Hey, how does a guy get **out** of this chicken outfit!?!

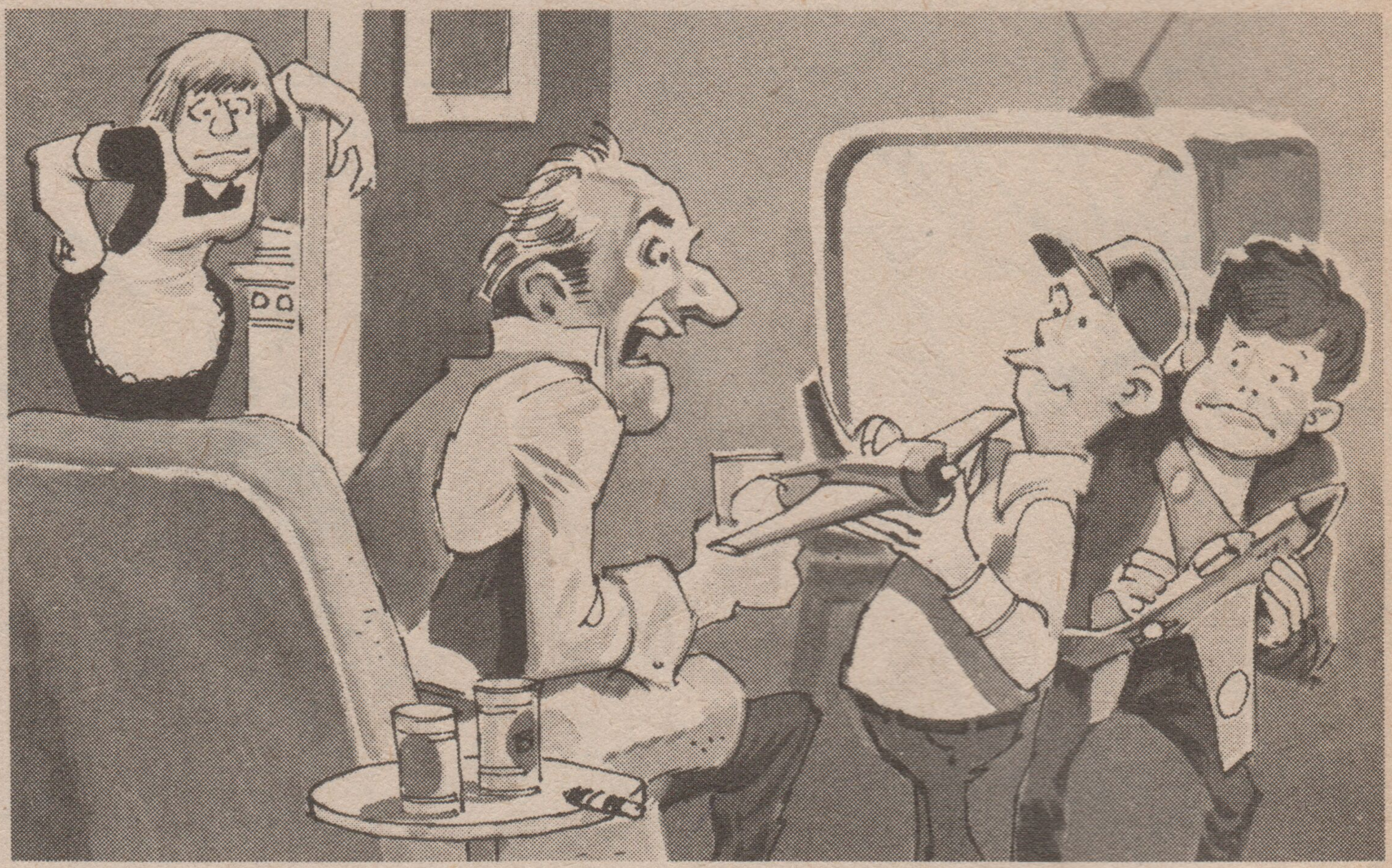
TO TELLY TRUTH DEPT.

HOW COM

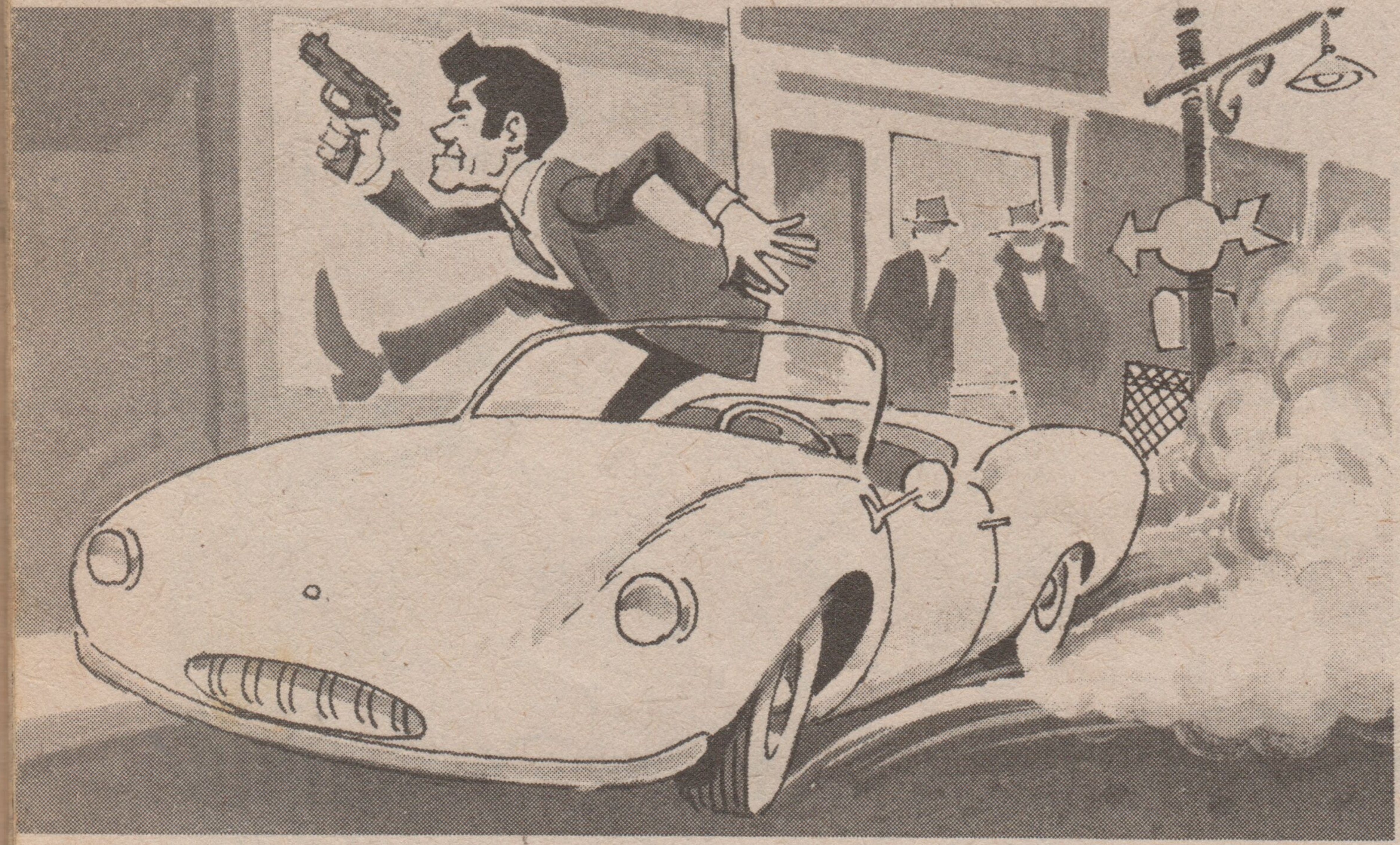
ARTIST: JACK RICKARD



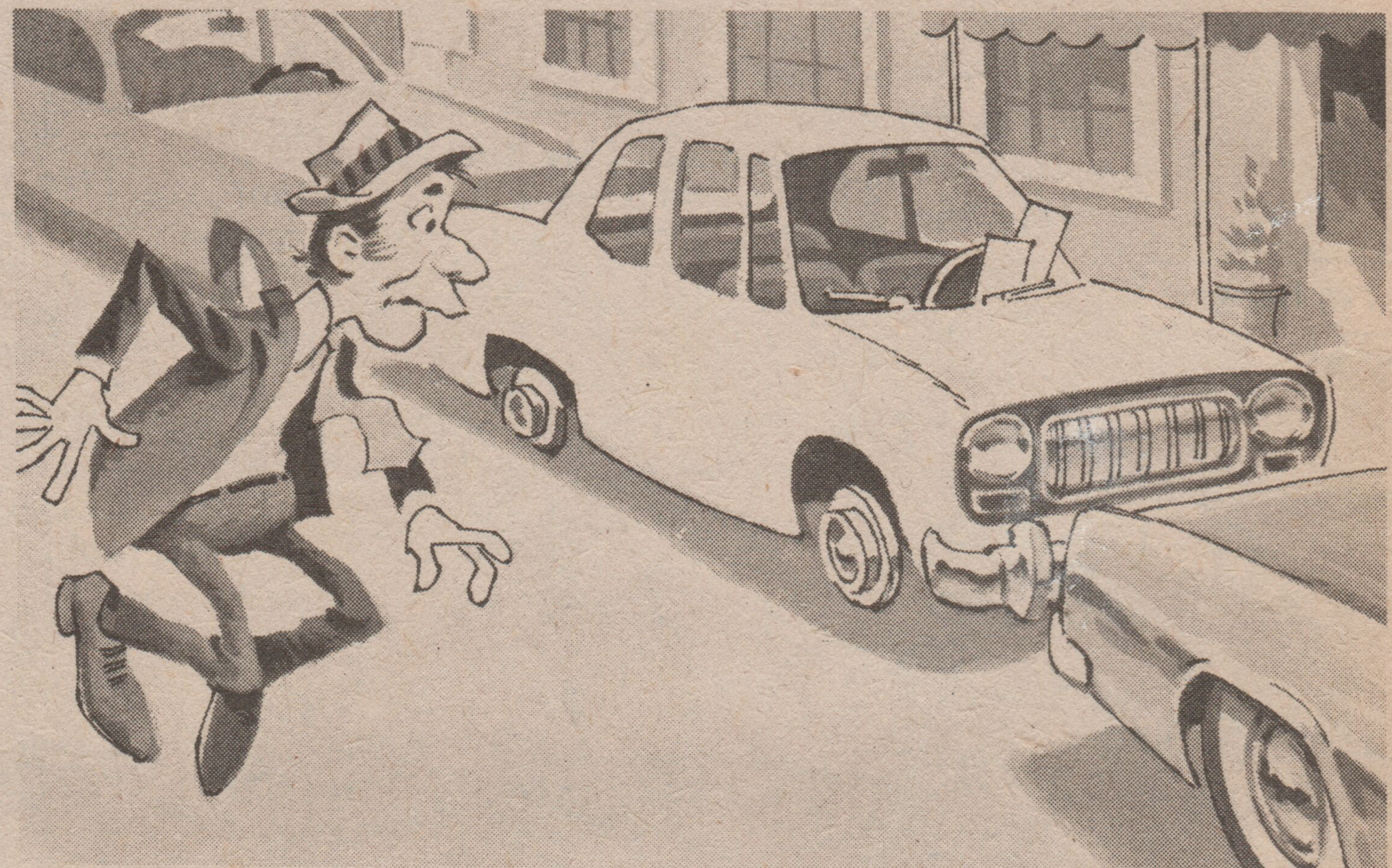
HOW COME ON TV, parents always have lots of time to be with their kids and do things together, and it seems like Dad's never at the office and Mom's never doing housework,



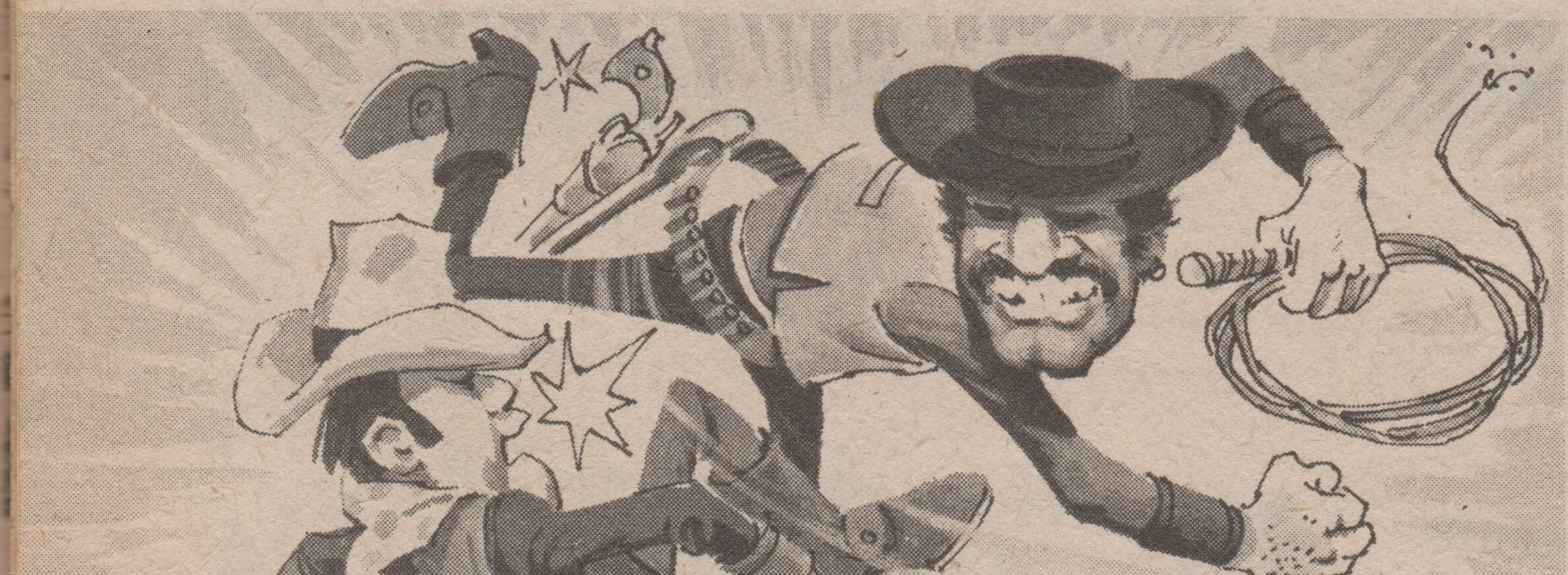
BUT WHEN YOU want to talk to your old man, he's always filling out his Income Tax or paying bills or worse, and Mom has a headache and always wants to go out for dinner!



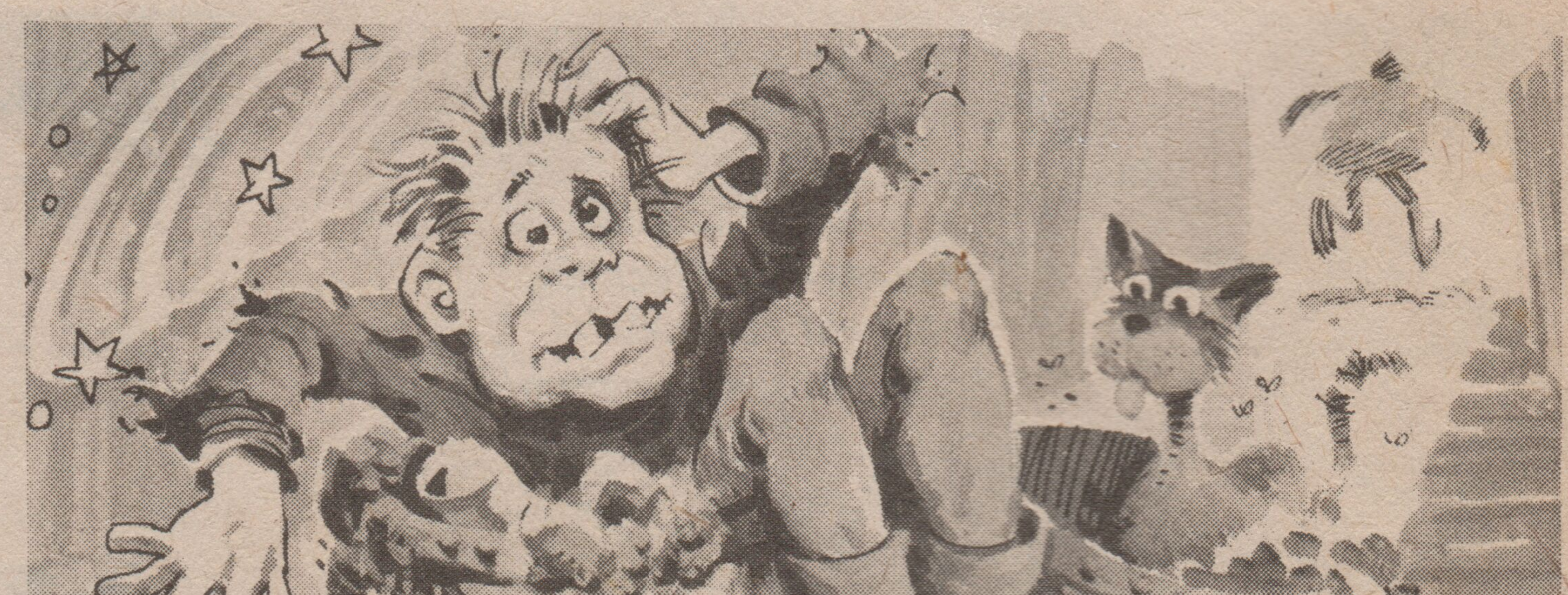
HOW COME ON TV, private-eye heroes always find parking places right in front of where they have to go, and they never take the car keys, and they always leave things like cameras and guns and valuables in the glove compartment,



BUT WHEN YOU drive downtown, it takes you over forty minutes to finally find a parking place five blocks from where you have to go, and if you're not back in fifteen seconds, you find your car's been stripped and ticketed!



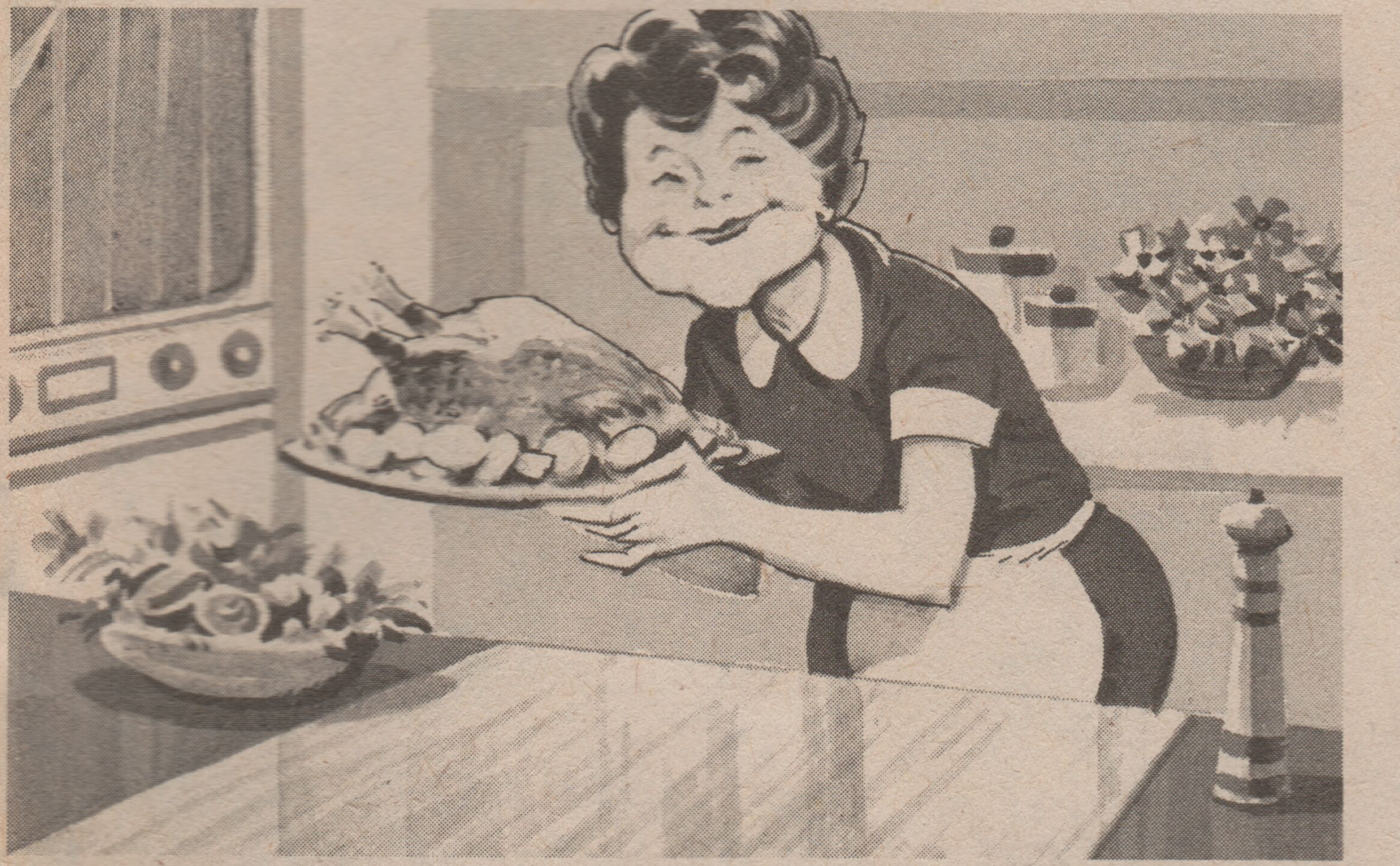
HOW COME ON TV, when a cowboy or private-eye gets into a kicking, gouging and punching fight, he always emerges without a scratch and with all his dazzling teeth intact,



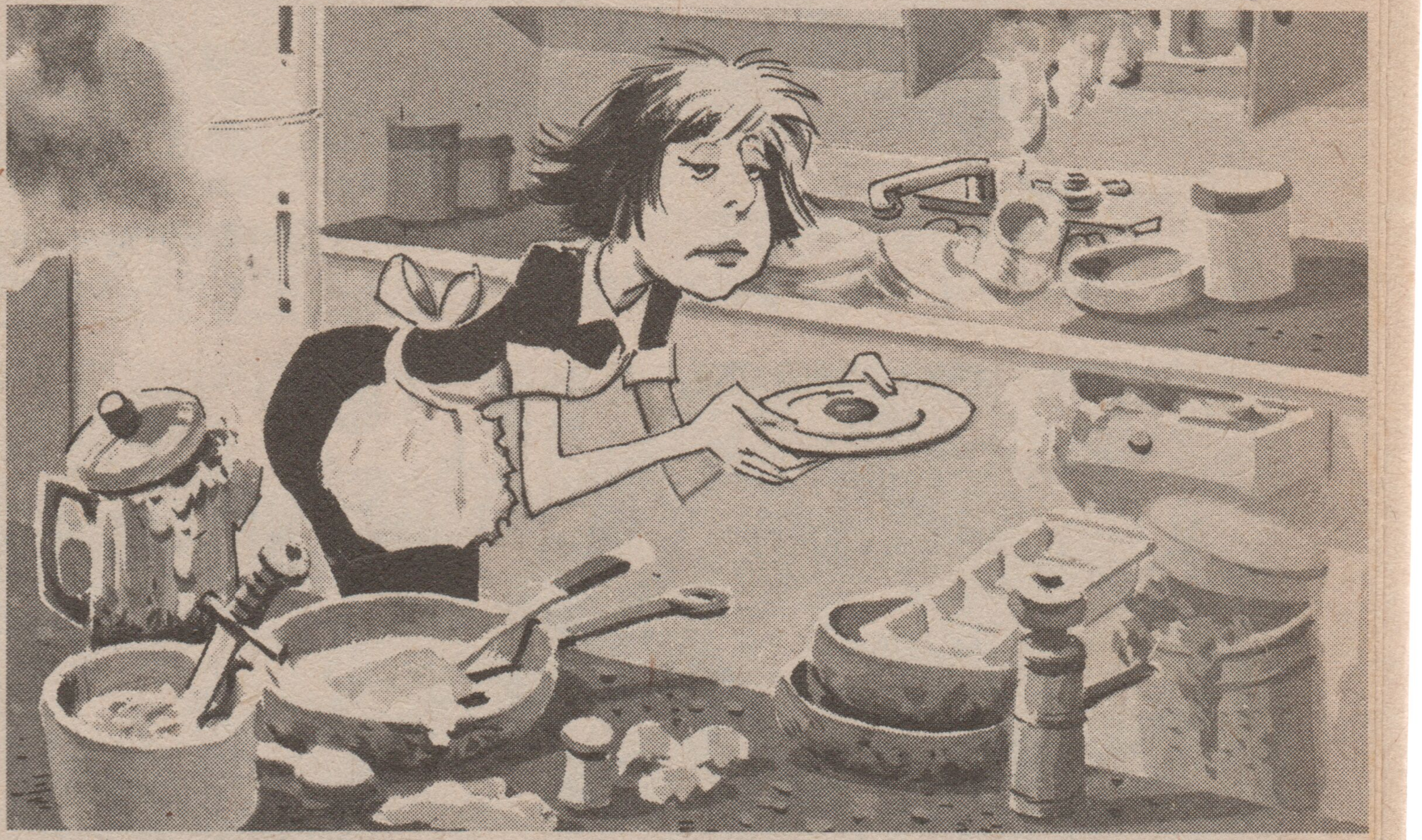
BUT WHEN YOU merely get involved in a friendly argument with the neighborhood bully, you end up with two teeth missing, a nose-bleed, and a black eye that lasts for a month!

E ON TV...?

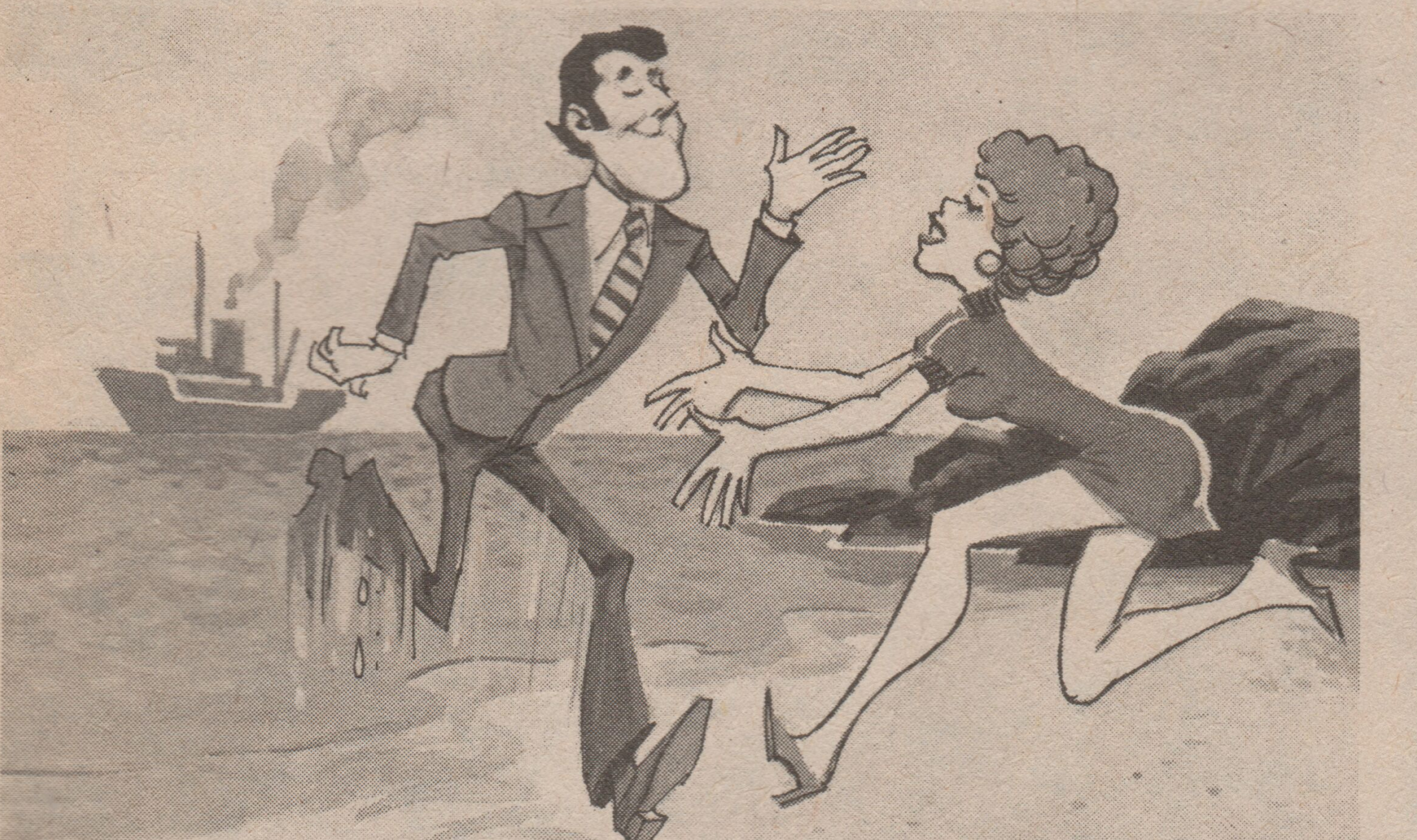
WRITER: PAUL PETER PORGES



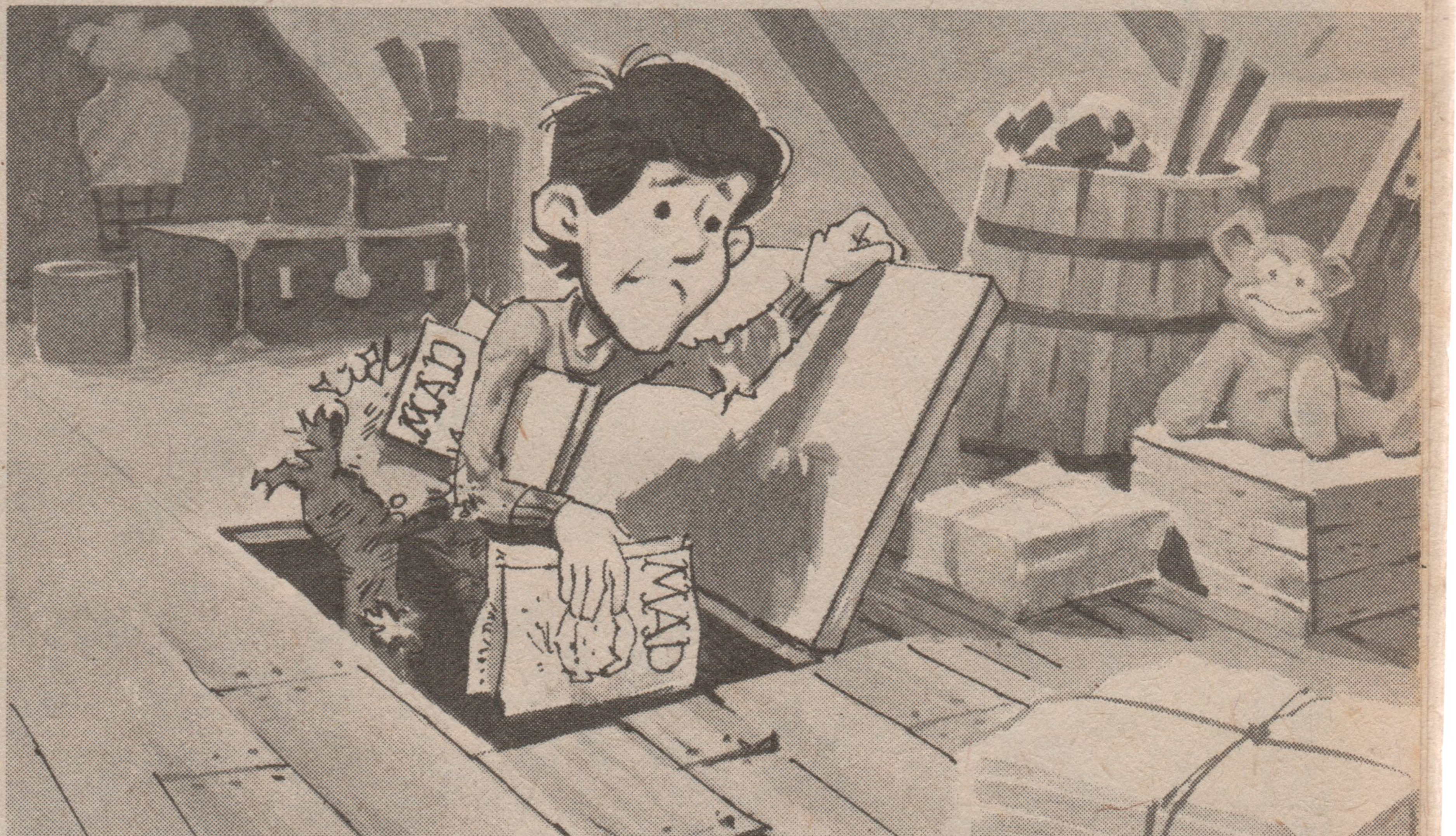
HOW COME ON TV, when a cook prepares a French gourmet meal of Duck a l'Orange with stuffed mushroom caps and Crêpes Suzette, there's never a dirty dish in sight...



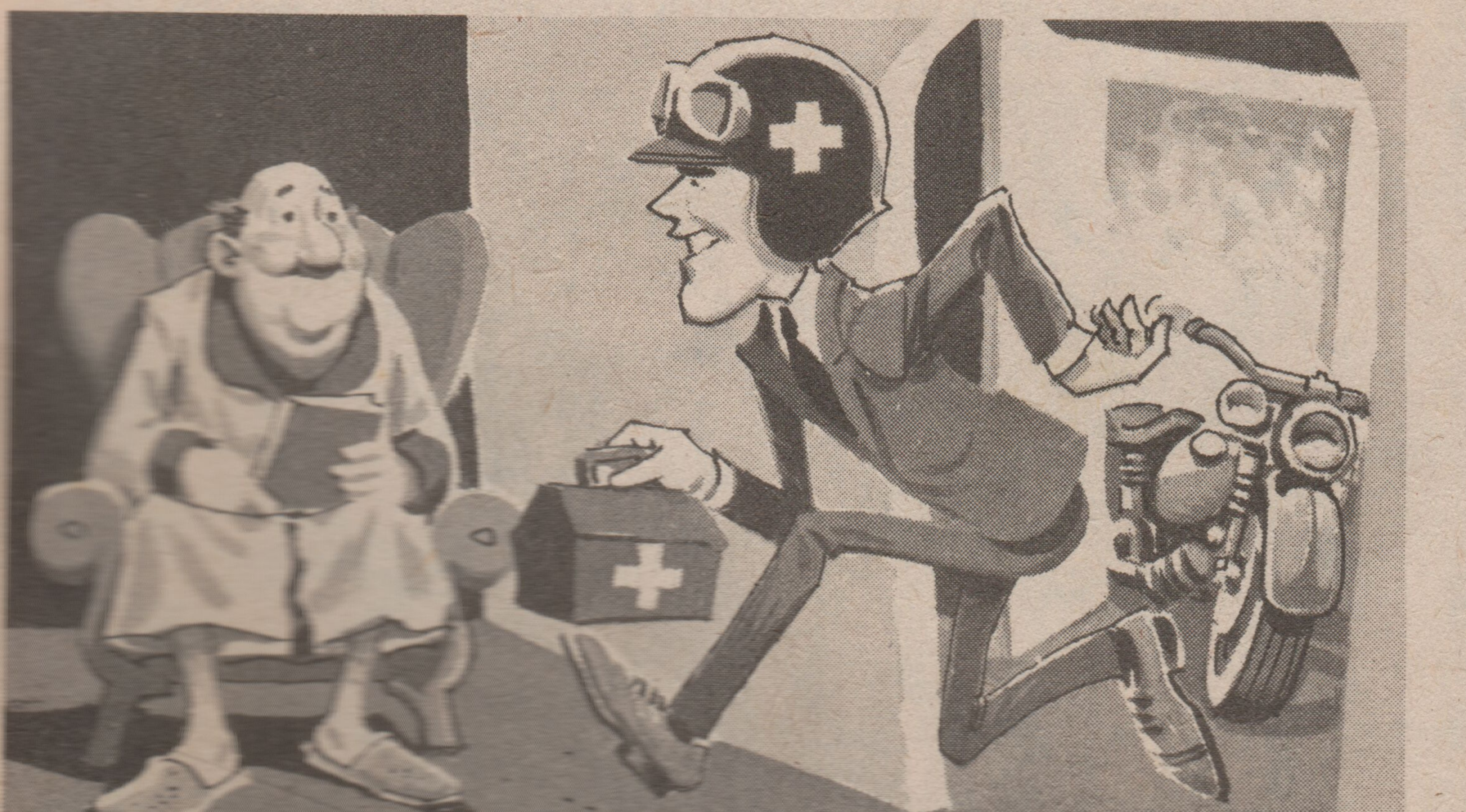
BUT WHEN YOU fix yourself a simple snack of ham and eggs, there isn't a clean dish or pot left in the house and the kitchen looks like a hurricane blew through it!



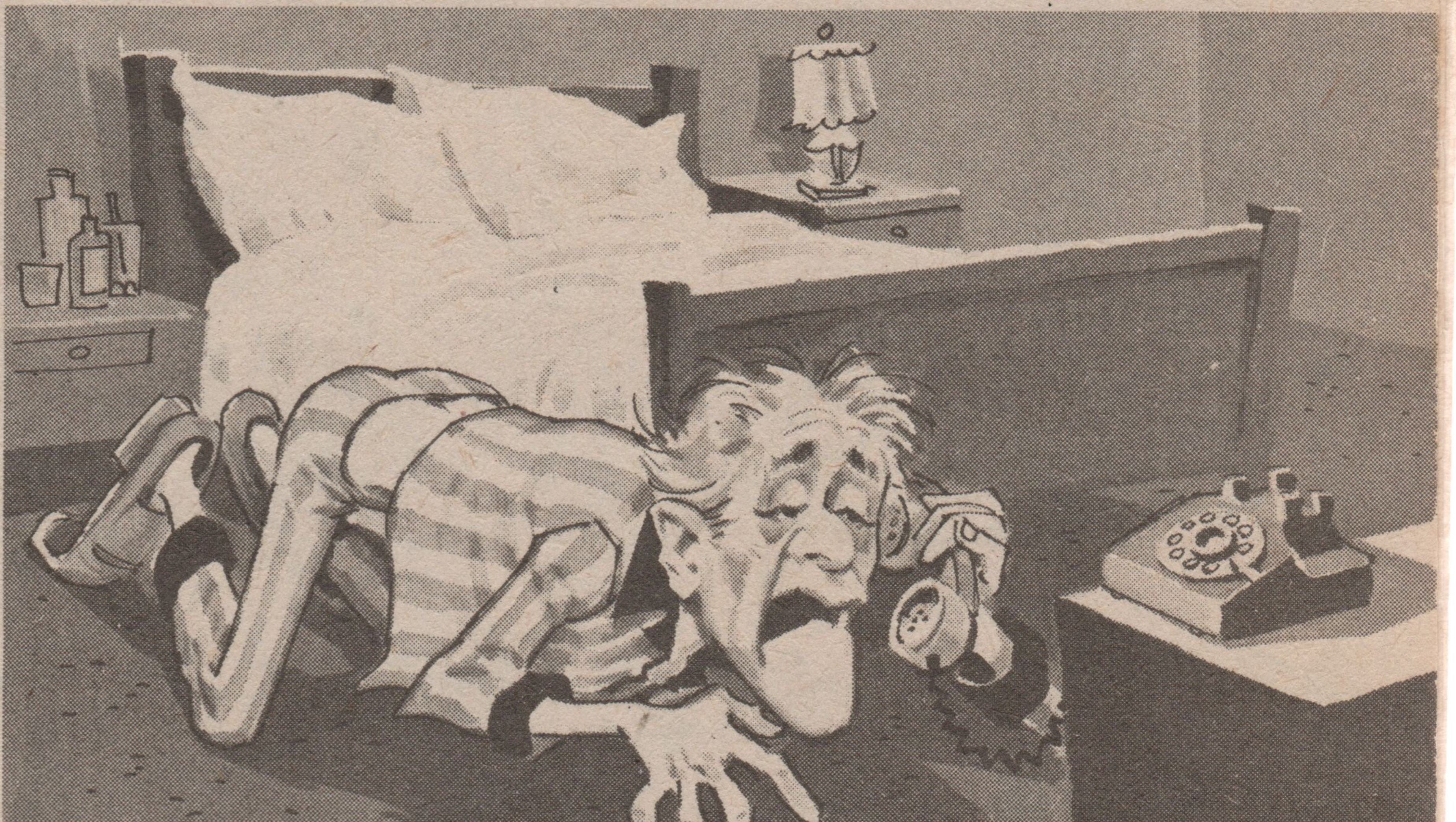
HOW COME ON TV, when the hero is kept prisoner in the bilge of a herring boat for a week and then saves himself by swimming through a two-mile oil slick, he always comes out with his suit looking like it's just been dry cleaned,



BUT WHEN YOU just go up into the attic for ten minutes to look for a back copy of The National Geographic, you always come down needing a shower and a complete change of clothes, and your Mother has mending to do for a week!



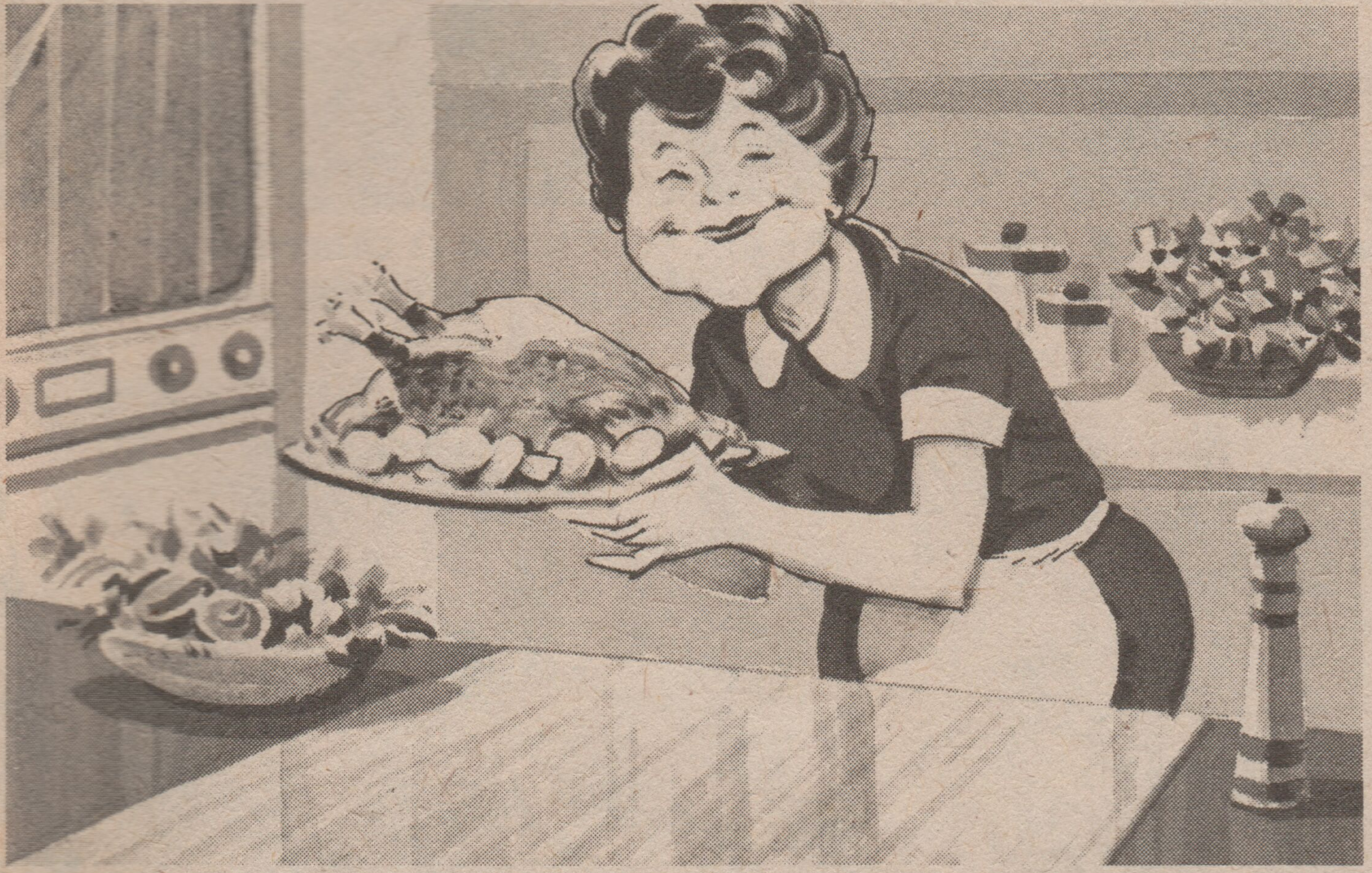
HOW COME ON TV, when a patient has the sniffles, the TV Doctor jumps on his motorcycle and roars right over in the middle of the night because he's really concerned,



BUT WHEN YOU run a fever of 105°, his Service tells you to come in the next morning because she can't disturb the doctor *NOW*...and he never makes house calls anyway!

E ON TV...?

WRITER: PAUL PETER PORGES



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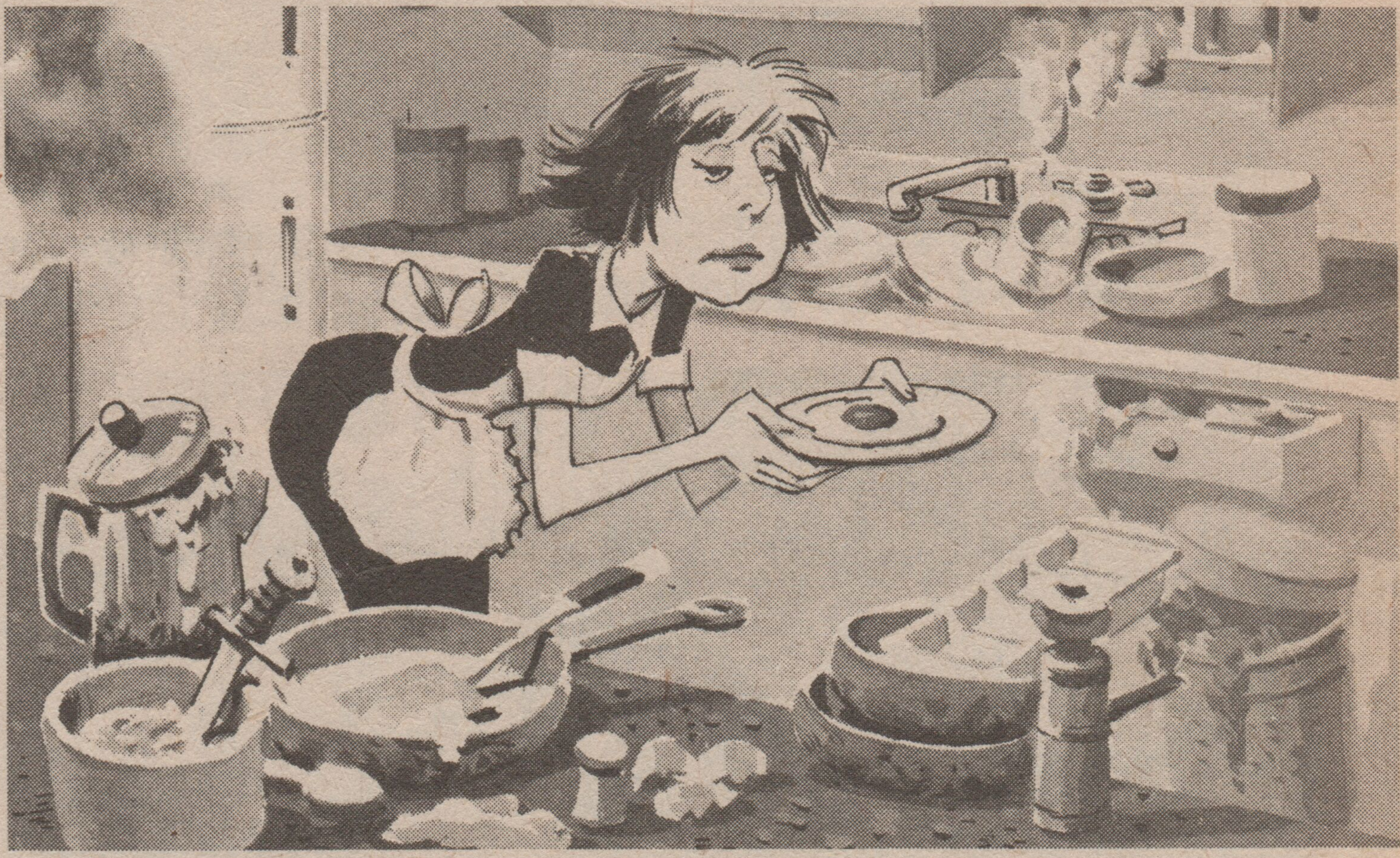

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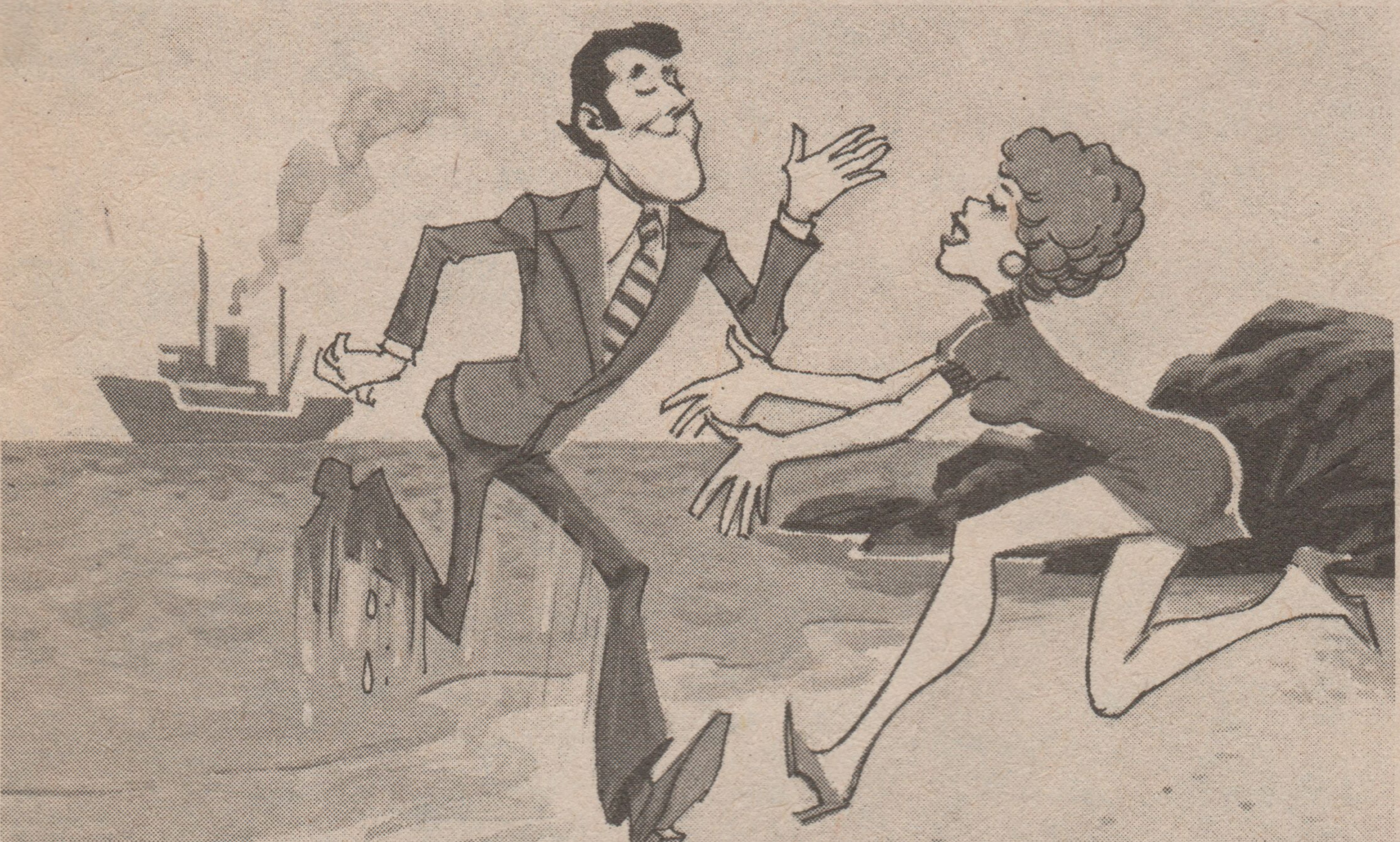

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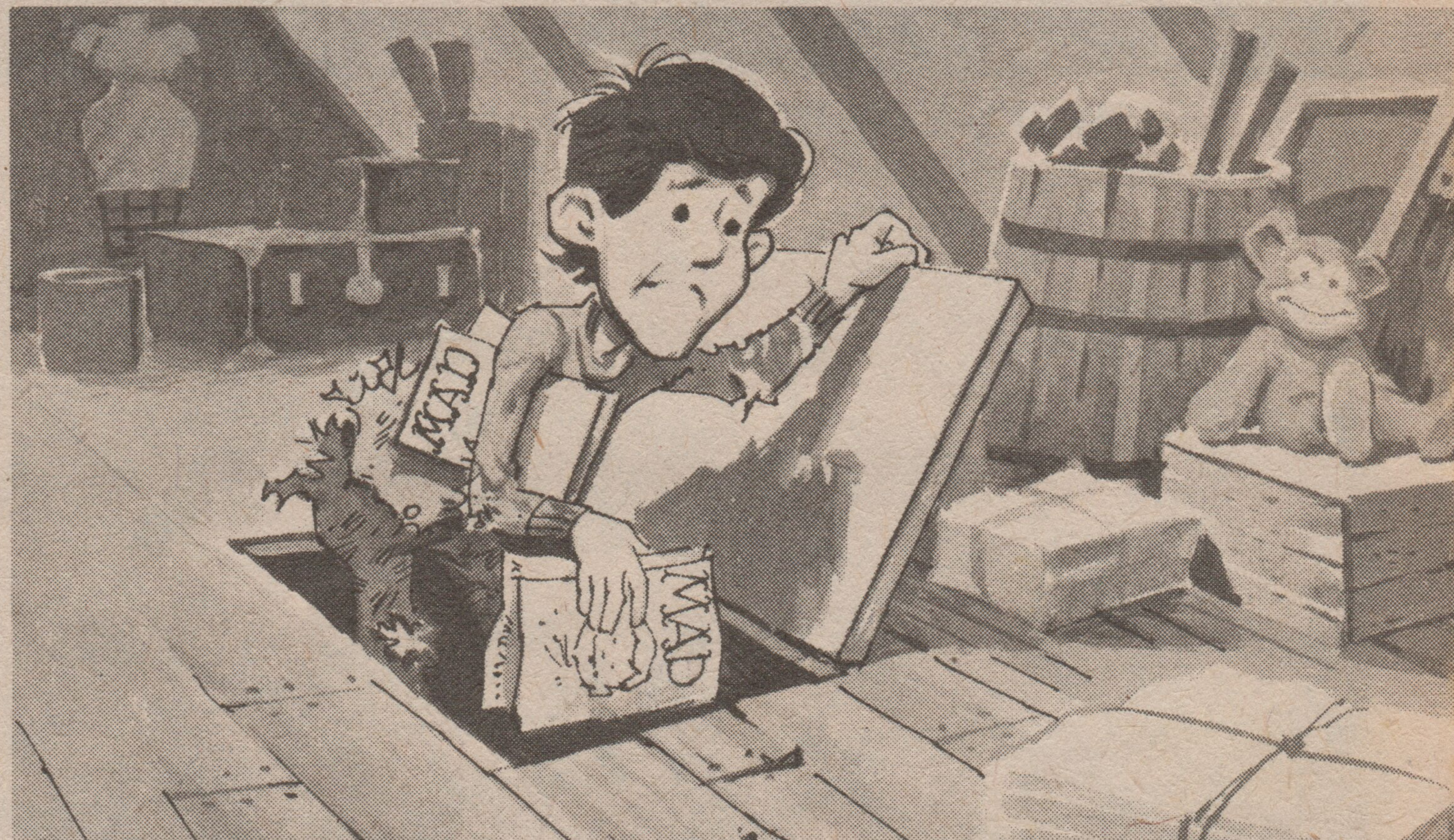

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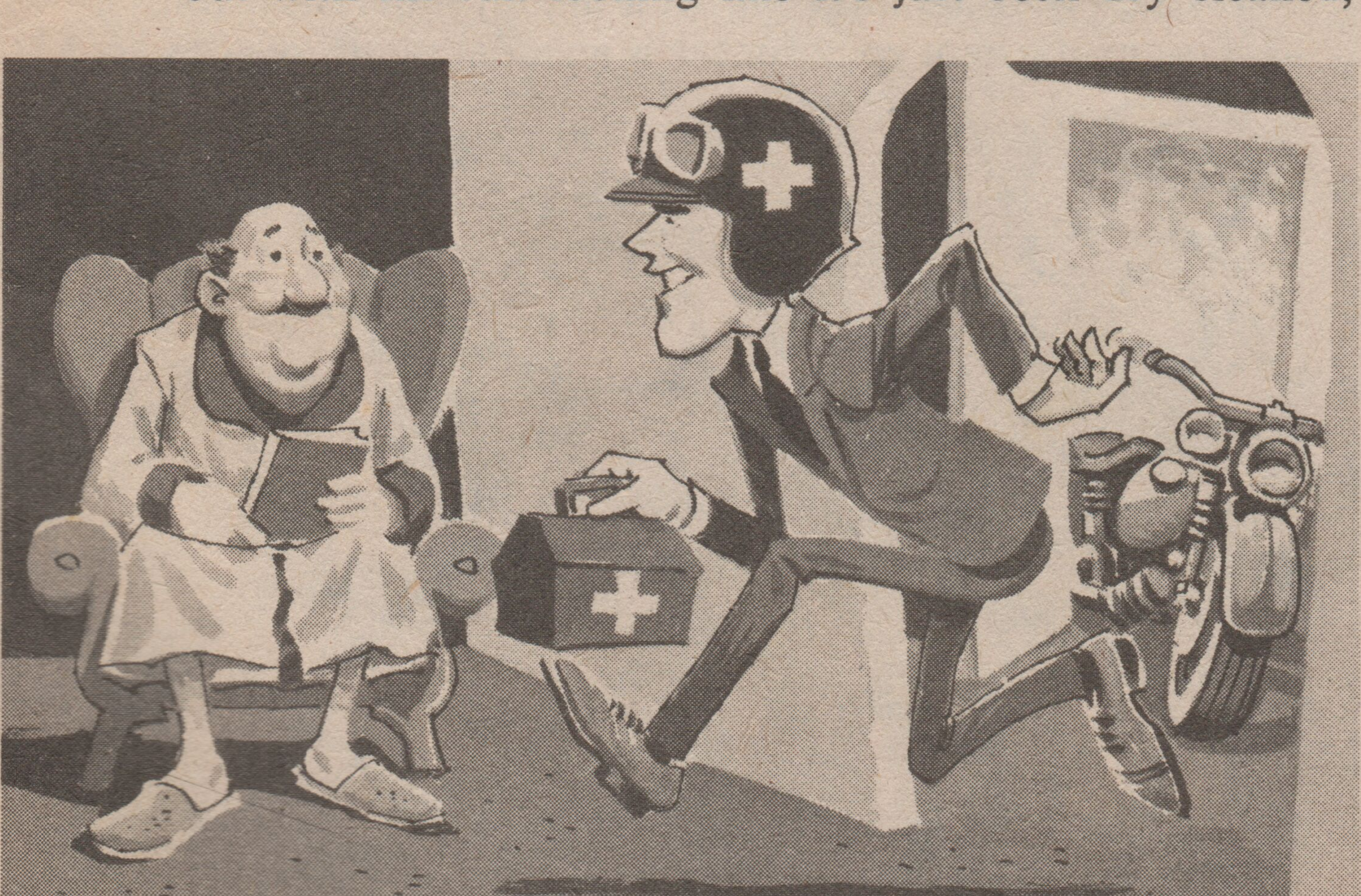

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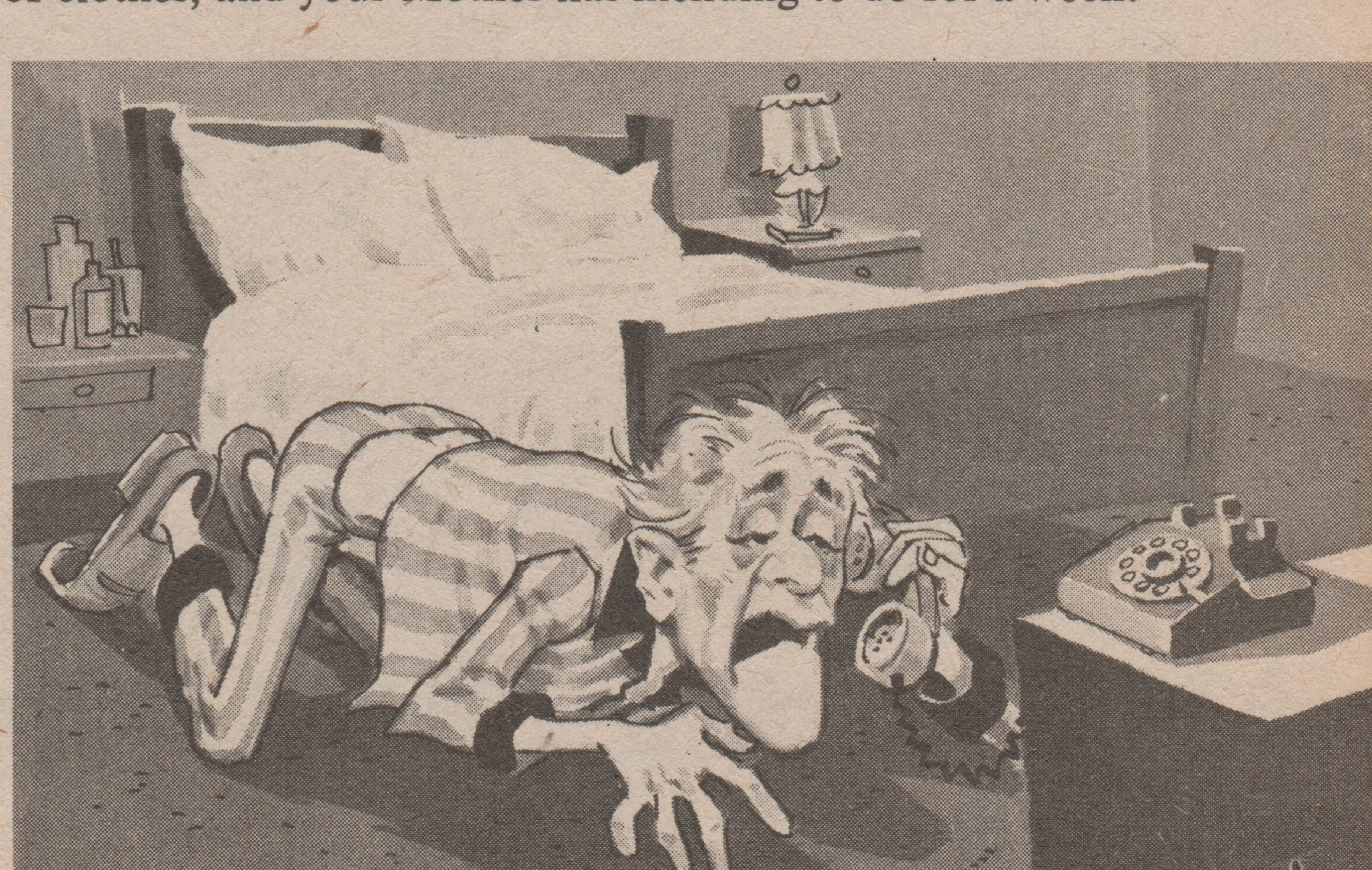

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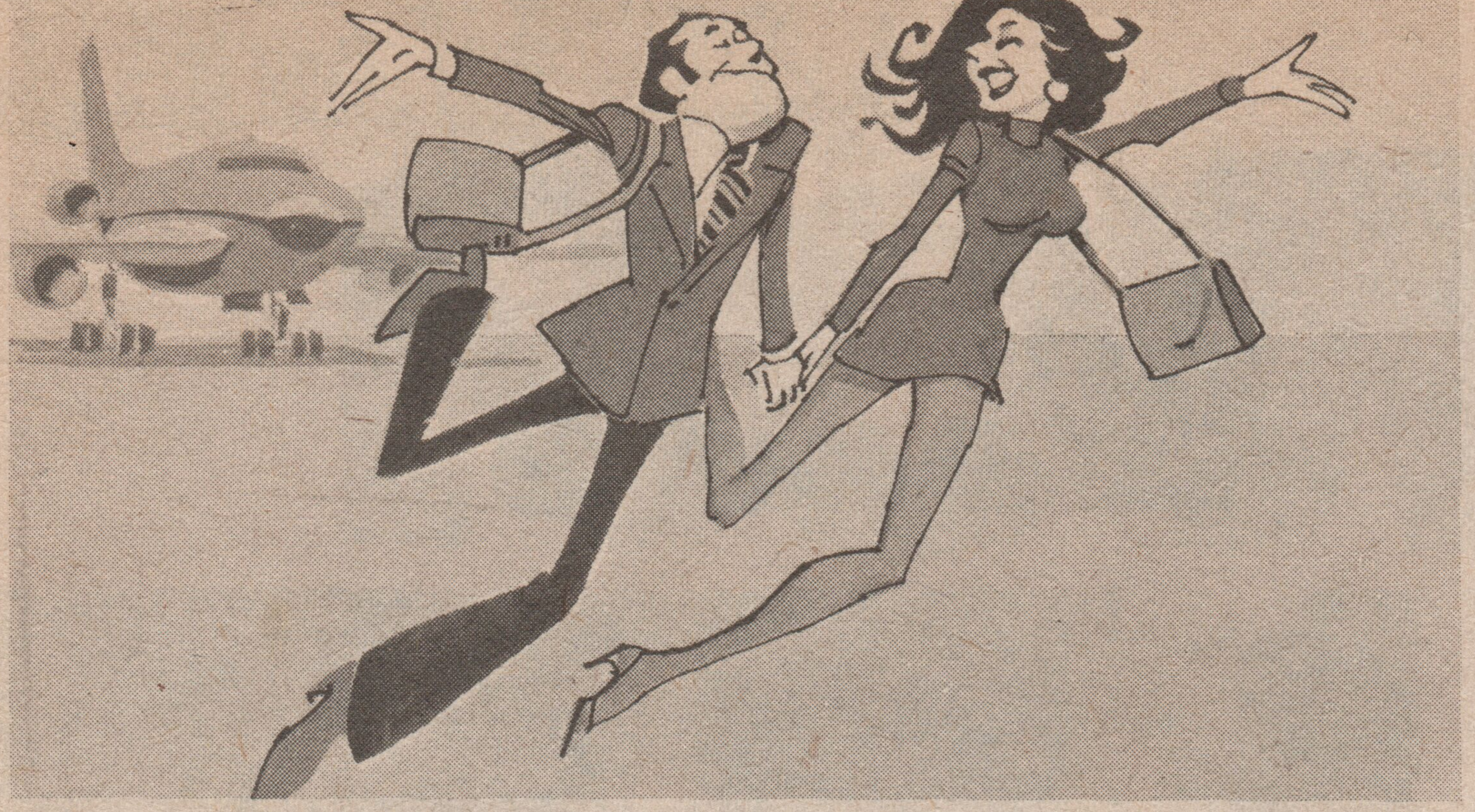
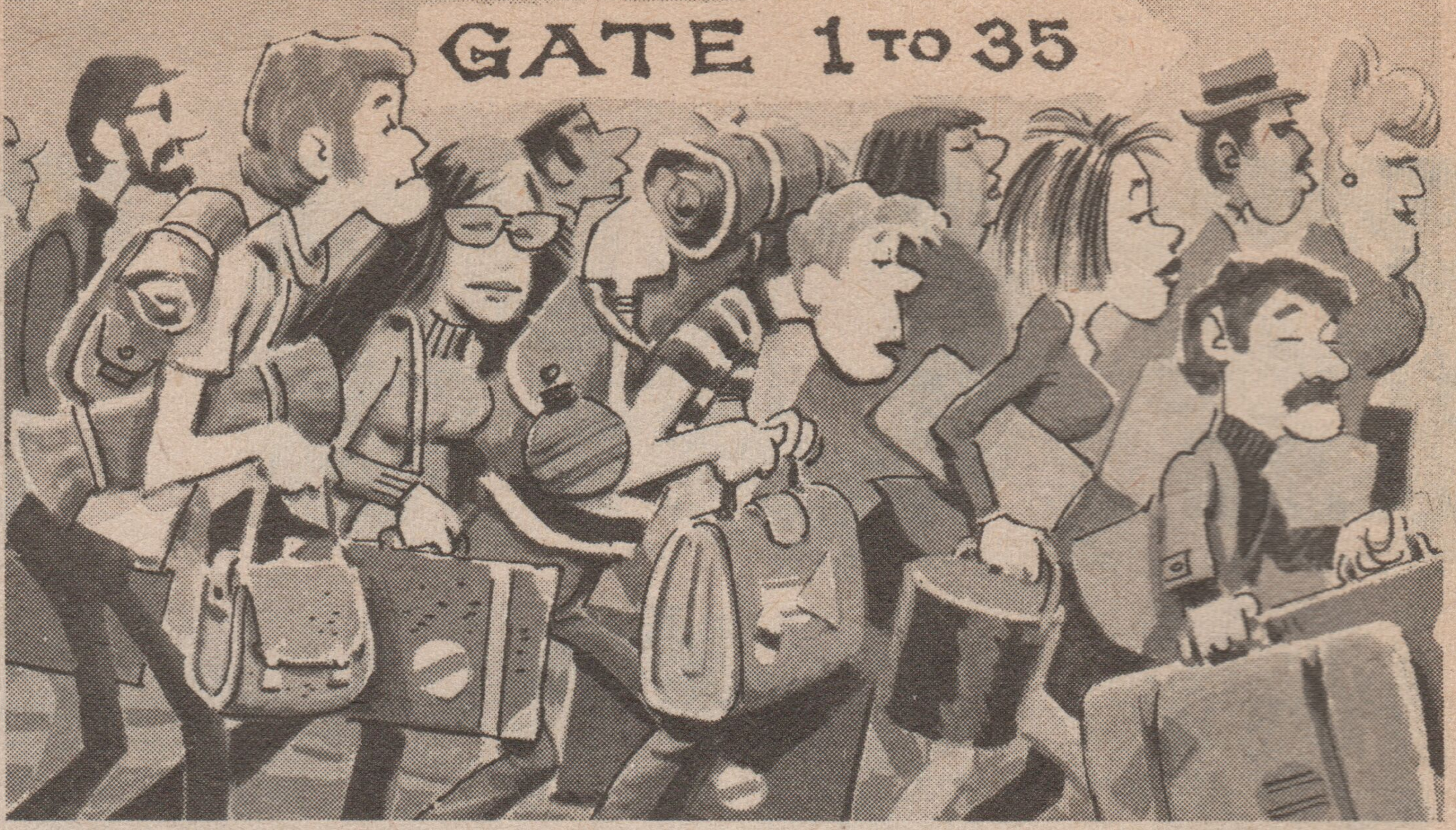
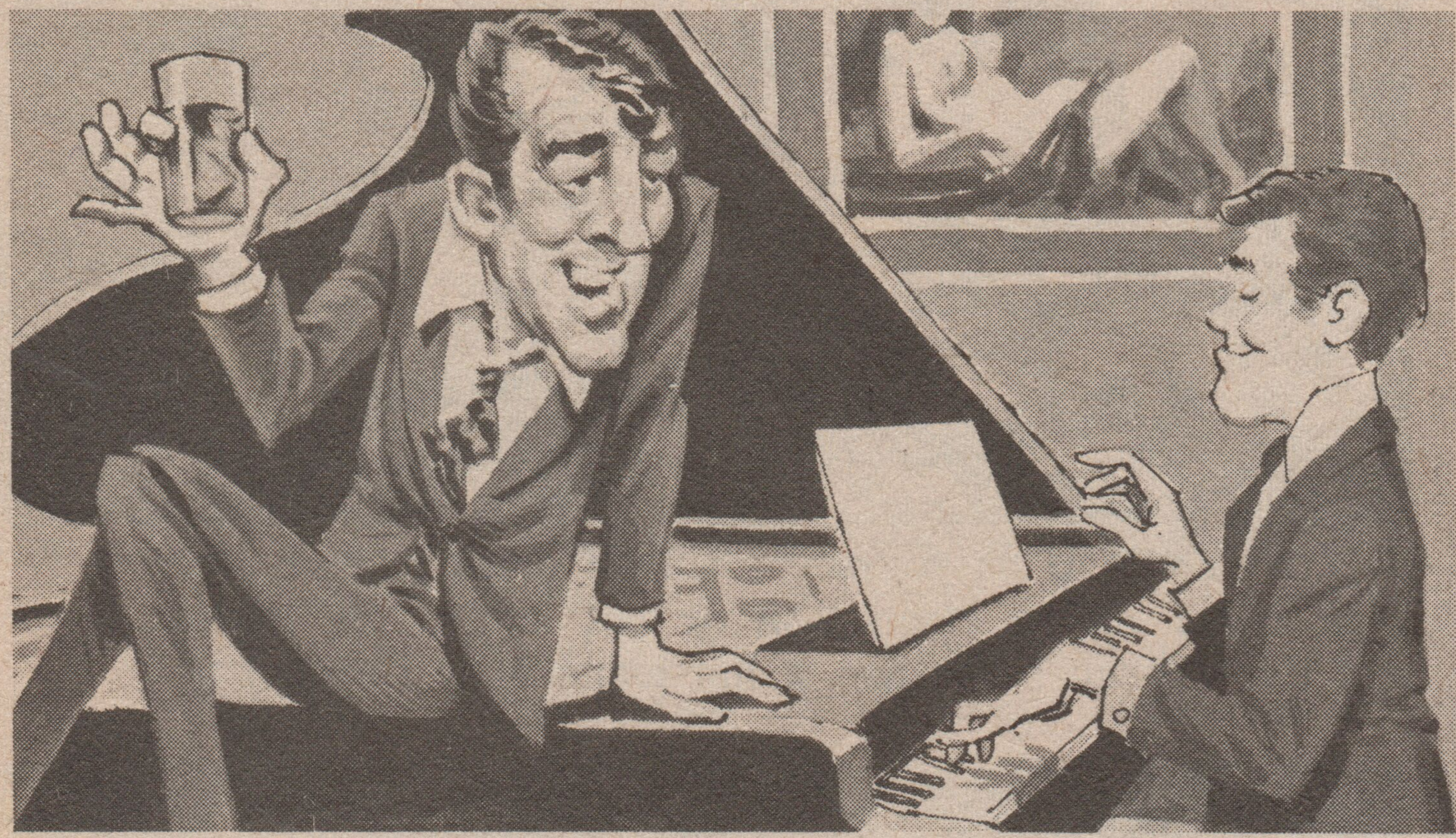


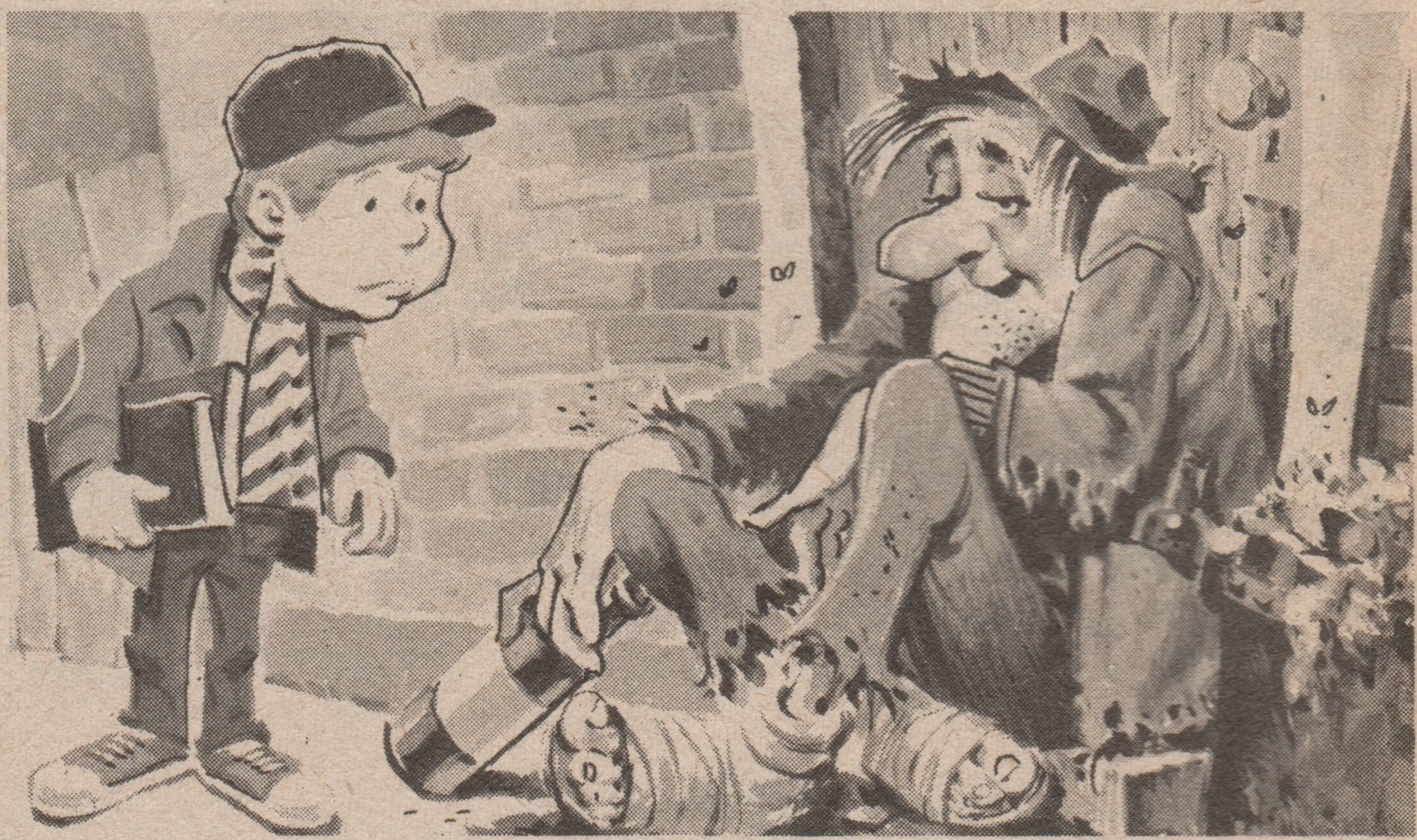
HOW COME ON TV, commercials for airlines always show carefree, happy people traveling with hardly any luggage,



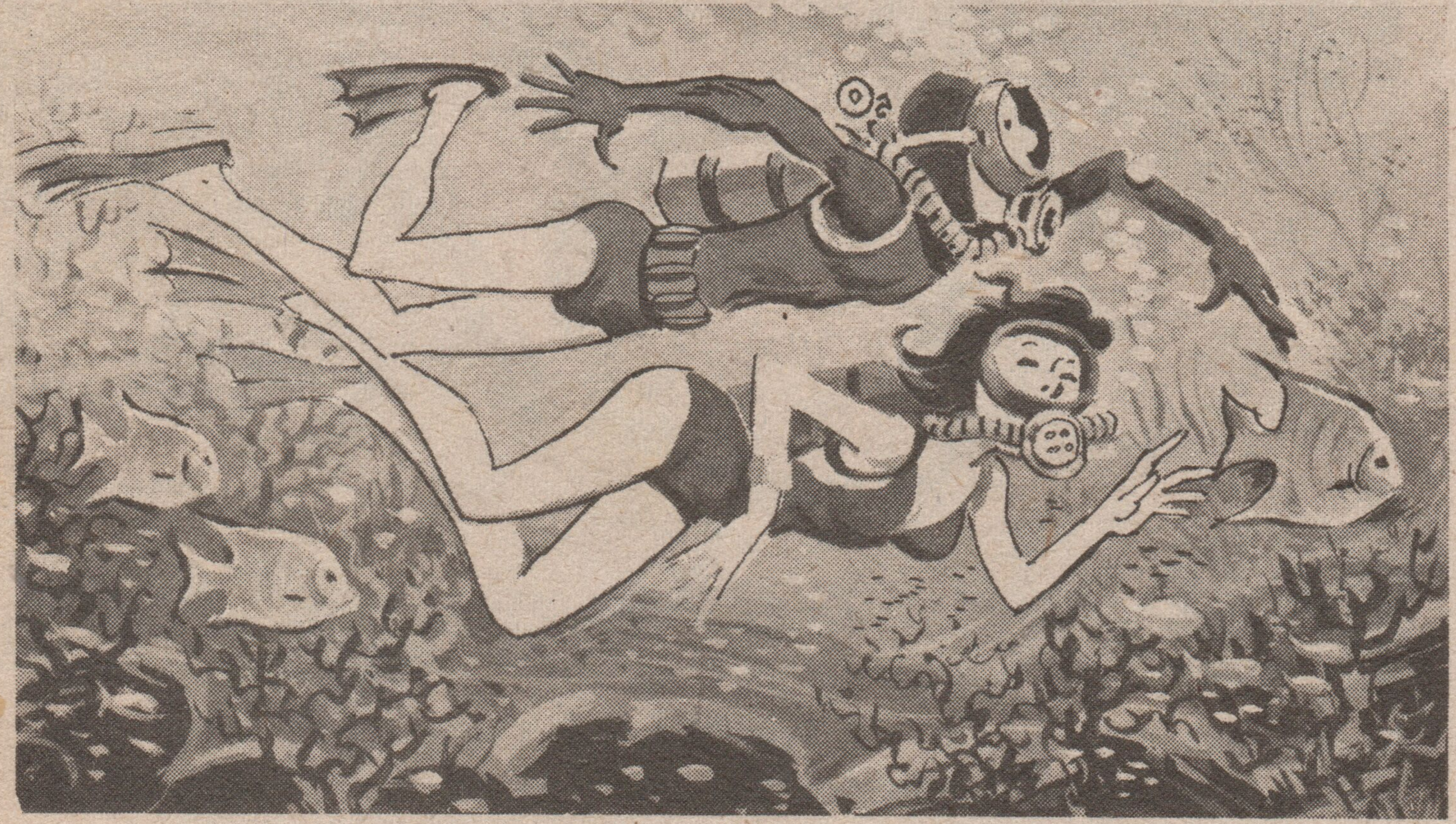
BUT WHEN YOU travel by air, your plane is cancelled or 6 hours late, and they always load at the furthest gate!



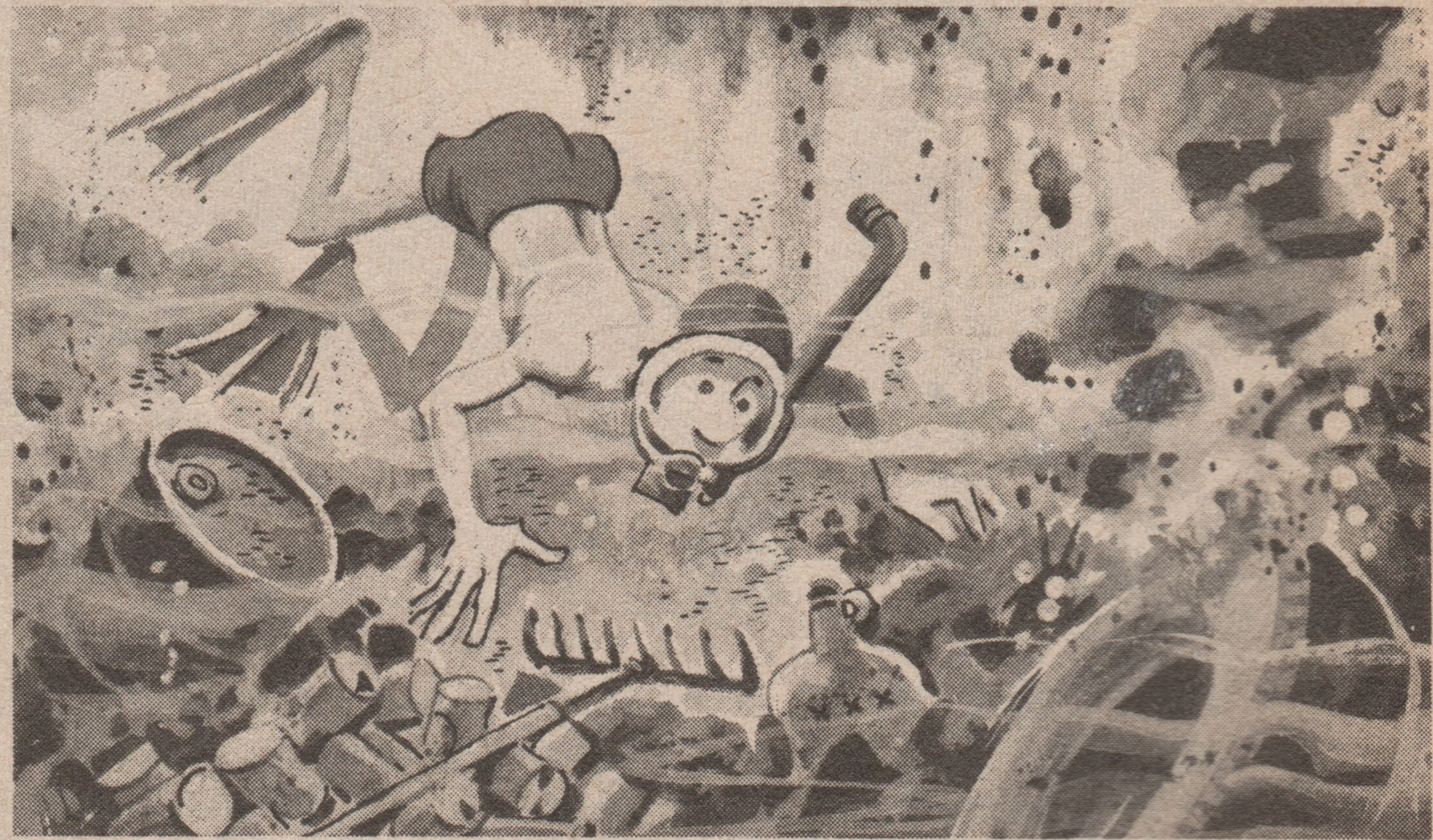
HOW COME ON TV, drunks are always portrayed as charming, cute, elegant people who are fun to watch and listen to,



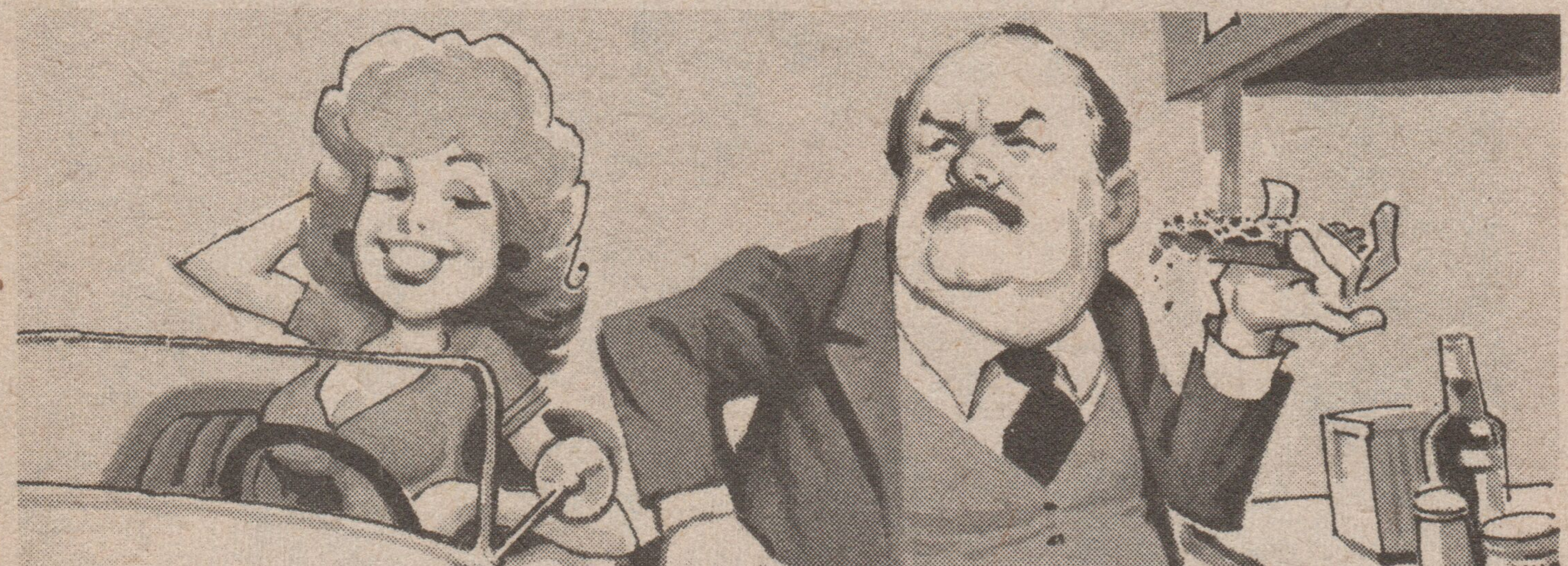
BUT WHEN YOU run into a drunk, he's usually obnoxious, he always reeks, and he invariably throws up all over you!



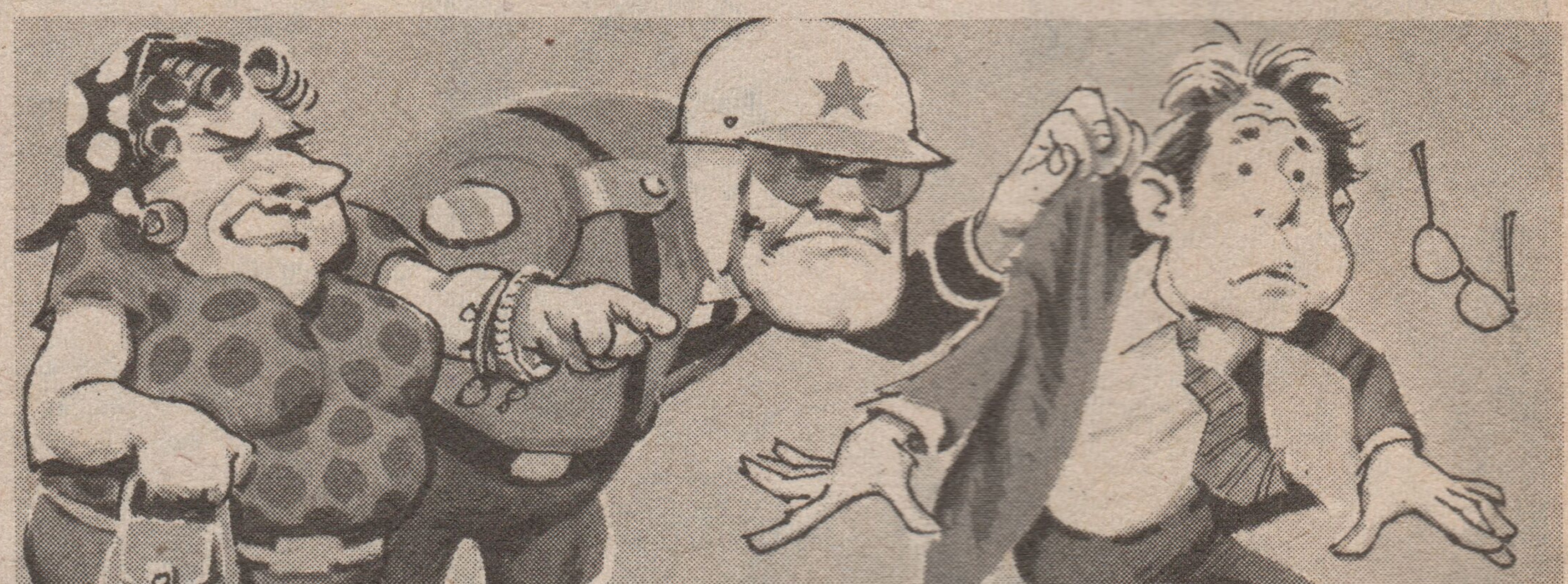
HOW COME ON TV, underwater shots are always where it's crystal clear with exotic colored fish, plants and coral,



BUT WHEN YOU go snorkeling in the muddy waters near you the most exotic item you ever see is an aluminum Cola can.



HOW COME ON TV, the sexy, gorgeous girl usually talks to the fellow first, and she always invites him up to her apartment for a home-cooked meal...or a drink...or...

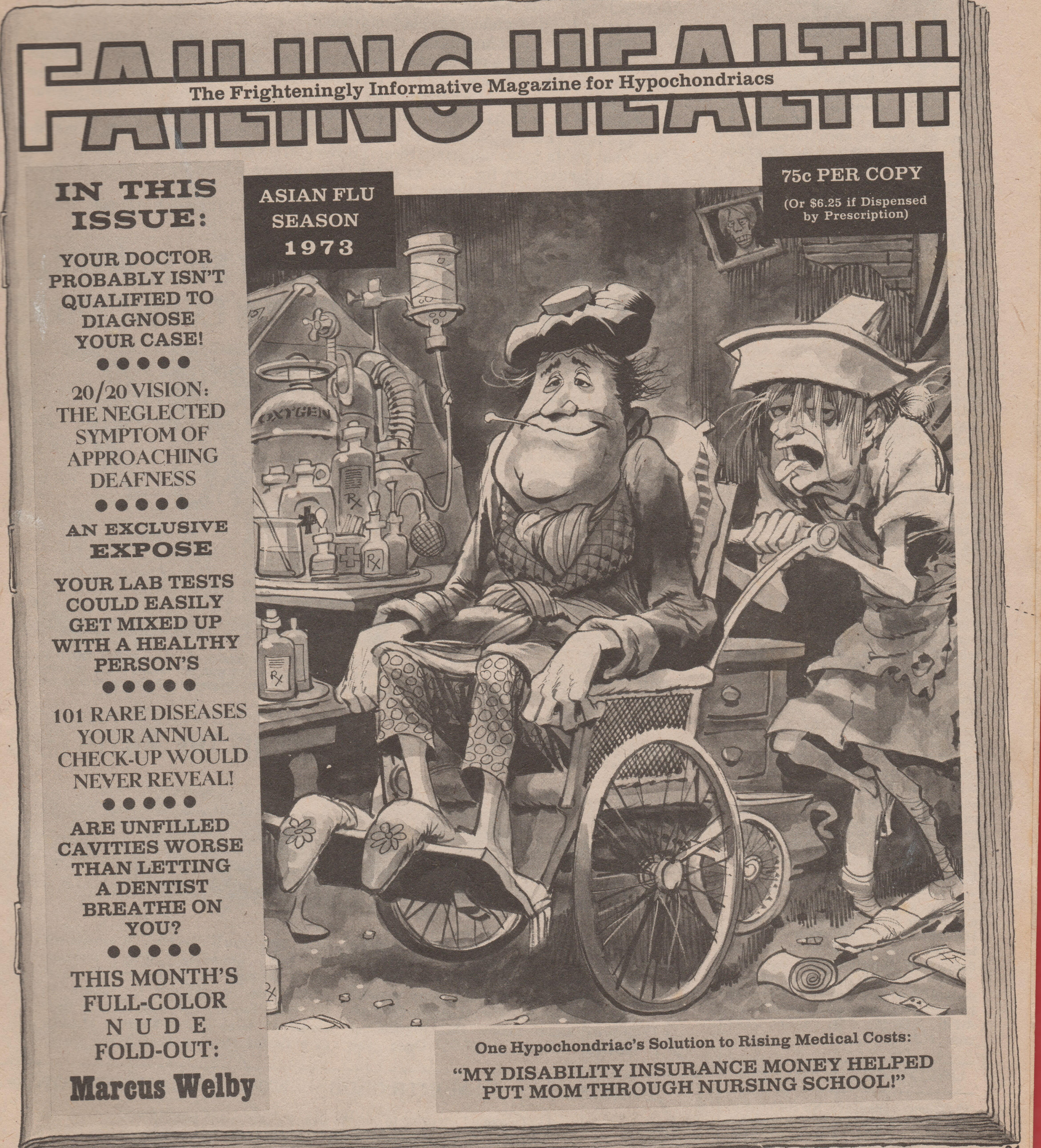


BUT WHEN YOU make just one sly, witty remark to some ugly girl on the street, she immediately screams for the cops and has you arrested for making a lewd suggestion!

FEVER PITCH DEPT.

GESUNDHEIT!

Hypochondriacs are really living when they think they're dying! Their condition manifests abnormal anxiety over their health, often with imaginary illnesses and severe melancholy. Which is about the way you'll feel as you read



FAILING HEALTH

The Frighteningly Informative Magazine for Hypochondriacs

ASIAN FLU SEASON 1973

75c PER COPY
(Or $6.25 if Dispensed by Prescription)

IN THIS ISSUE:

YOUR DOCTOR PROBABLY ISN'T QUALIFIED TO DIAGNOSE YOUR CASE!

● ● ● ● ●

20/20 VISION: THE NEGLECTED SYMPTOM OF APPROACHING DEAFNESS

● ● ● ● ●

AN EXCLUSIVE **EXPOSE**

YOUR LAB TESTS COULD EASILY GET MIXED UP WITH A HEALTHY PERSON'S

● ● ● ● ●

101 RARE DISEASES YOUR ANNUAL CHECK-UP WOULD NEVER REVEAL!

● ● ● ● ●

ARE UNFILLED CAVITIES WORSE THAN LETTING A DENTIST BREATHE ON YOU?

● ● ● ● ●

THIS MONTH'S FULL-COLOR NUDE FOLD-OUT:

Marcus Welby

One Hypochondriac's Solution to Rising Medical Costs:

"MY DISABILITY INSURANCE MONEY HELPED PUT MOM THROUGH NURSING SCHOOL!"

ARTIST: JACK DAVIS WRITER: TOM KOCH

CLASSIFIED SECTION

HELP WANTED

Puny, underweight sicko sought by chain of body building studios to pose for "Before" pictures in new ad campaign. Must be experienced in showing symptoms similar to those of beri-beri and rickets. Blotchy complexion helpful. Send resume and photo to Bulging Biceps Enterprises, Muscle Beach, Calif.

Wealthy hypochondriac desperately needs doctor willing to make house calls. Price no object. License to practice preferred but not required. Patient willing to move anywhere to get humane treatment. Box 376, Failing Health.

FOR SALE

Frail owner too weak to haggle must sacrifice modern Arizona rancho. Close to hospital, ambulance service and prescription pharmacy. Marked down for quick sale as occupant has overcome respiratory symptoms requiring desert climate and developed allergies to sunstroke and rattlesnakes instead. Paul Z. Twitch, R.R. 3, Noplace, Ariz.

Let a sickly pet be your shut-in companion! Large puppy and kitten wholesaler is clearing out entire stock of feeble, neurotic animals returned for refund by original purchasers. Some have distemper and mange; others merely throw up on rugs or can't be housebroken. All make ideal pets for hypochondriacs as they are too weak and nervous to romp with masters, be taken for walks, etc. Write Whimpering Reject Kennels, 29 Blighted Palms, Calif.

PERSONALS

Suave Bachelor in mid-thirties with unconfirmed cases of gangrene, varicose veins, chronic catarrh and fallen arches wishes to meet voluptuous swinger with similar symptoms. Object: pleasant hours of comparing medical histories. Box 327, Failing Health.

Look as sick as you feel in 30 days or money back! Miracle diet ends embarrassment of having robust appearance make your health complaints seem questionable. Simple plan replaces food intake with two quarts of gin daily for guaranteed malnutrition, liver damage and violent case of the shakes. Send $5 for complete details to SLOW POISON DIET, Rotgut, Ky.

Need a sympathetic listener to tell about your latest frightening ailment? Hypochondriac's Telephone Service lets you whine for up to 15 minutes daily, and interjects with recorded "Awww" or "Tsk-Tsk" every 30 seconds. Unload your worries on us and feel better fast. For details, write: Dial-A-Pity, P.O. Box 771, Pacifier, Palisades, N.J.

USED CARS & TRUCKS

'47 DeSoto Ambulance. No engine, but siren and red light work fine, making it an ideal camper for hypochondriac who is afraid to travel anyway. $23 or best offer. Box 902. Failing Health.

EDITORIAL OF THE MONTH:

LET'S END FEDERAL DISCRIMINATION AGAINST HYPOCHONDRIACS

Many of our readers who tuned in the President's recent Budget Message on TV were keenly disappointed. Partially, this was because his sallow complexion and the unhealthy bags under his eyes had not changed dramatically since his last public appearance. But chiefly, we were upset because the President's health care recommendations again showed a callous attitude toward millions of loyal American hypochondriacs.

The present administration continues to seek large medical grants to find cures for well established diseases while refusing to finance research that might uncover some brand new illnesses. Countless hypochondriacs already suffer the rampaging symptoms of undiscovered ailments. How long must we wait for our government to help us find the diseases they go with?

We urge "Failing Health" readers to write their Congressmen today, demanding equal rights in no uncertain terms! However, be sure to have a friend lick the stamp and envelope for you, as there is no telling whose dirty, germ covered hands may have touched them.

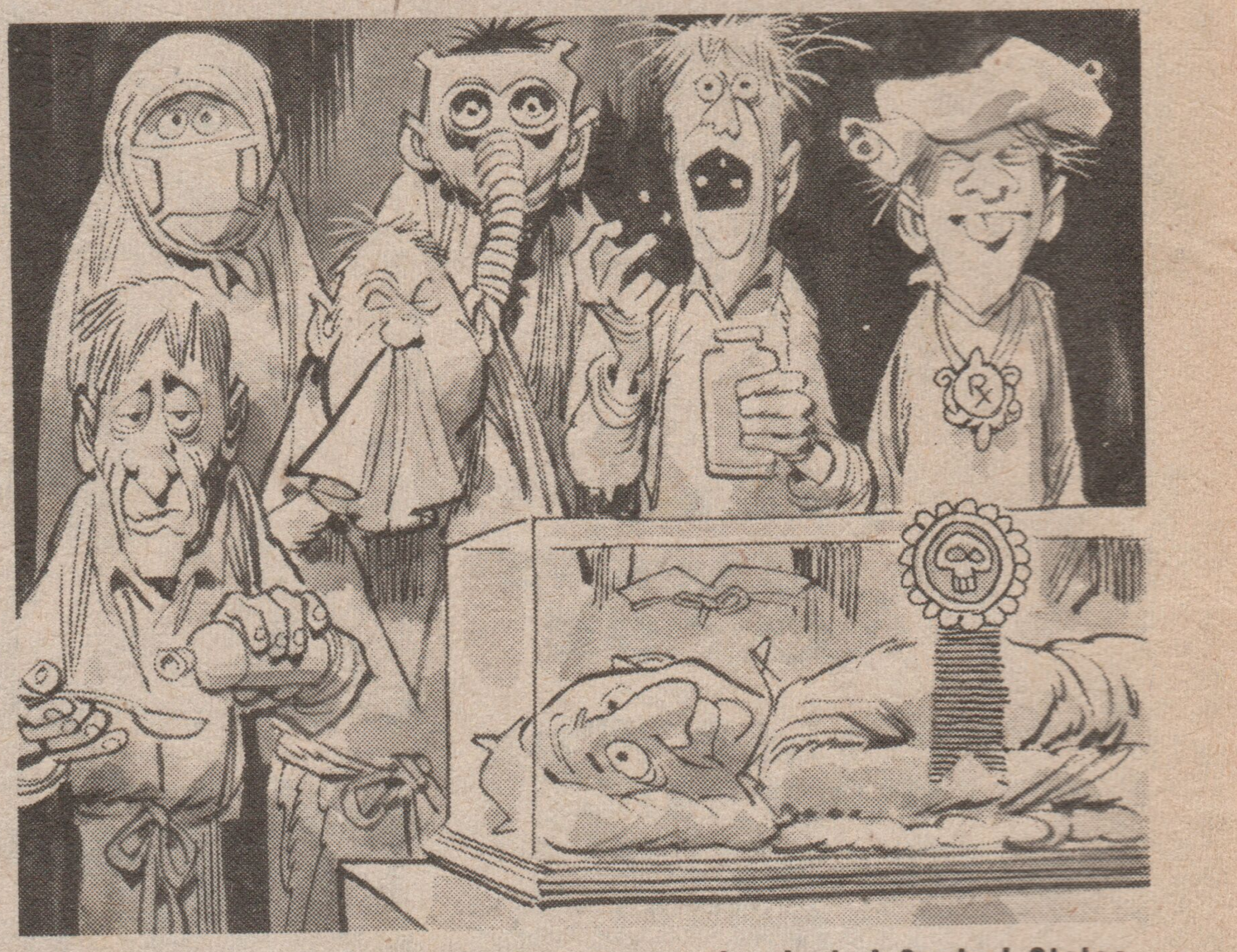
Sturgis "Whitey" Korpuscle, Editor

CENTRAL STATES SICKIES ELECT KOLLESTERALL; GREPSE WINS TOP CONVENTION EXHIBIT AWARD

Hiram "Hy" Kollesterall was elected President of the Central States Hypochondriac's Fellowship during the group's recent convention at the Chicago Medical Center, while Gerhard Grepse gained blue ribbon honors for his living display of bed sores. Grepse huddled motionless in a cramped exhibit case for the entire three-day conclave, thereby capturing the votes of the judges by a wide margin over Llewelyn Toadkiss, whose collection of surgically removed warts placed second. He was also cited for his dedication in spending 16 years flat on his back accumulating his prize display despite the fact that his only confirmed illness was a light case of mumps.

A decision on where to hold the '73 convention was postponed after a floor fight broke out between post-nasal drip sufferers, who favored the desert, and psychosomatic eczema cases, who wanted a damp location.

A good time was had by all.



Hiram "Hy" Kollesterall (center) the newly elected Central States prexy, poses at convention with the 1972-73 Board of Governors alongside of display case bearing award-winning Gerhard Grepse.

AMAZING OFFER from the DISEASE-OF-THE-MONTH CLUB

Why go on imagining you have the same monotonous disease year after year when you can now contract a new and fascinating Real Illness every month? Membership in the Disease-Of-The-Month Club makes this miracle of modern science possible. Once you sign up, you'll receive a container of fast spreading, drug resistant germs through the mail every 30 days! Just inhale deeply and let nature do the rest! Enroll now and receive your choice of Asian Flu or German Measles as a Bonus Disease Absolutely Free!

DISEASE-OF-THE-MONTH CLUB NEW QUARANTINE, IOWA

Hot ziggity! I am dying to join the Club and promise to pay **$12.95** a month until I catch something from you that **really** leaves me **dying.**

NAME__________ HOME ADDRESS (OR INSTITUTION)__________

A "FAILING HEALTH" SUCCESS STORY:

"How I Became An M. D. To Diagnose My Own Case And Got Rich Instead"

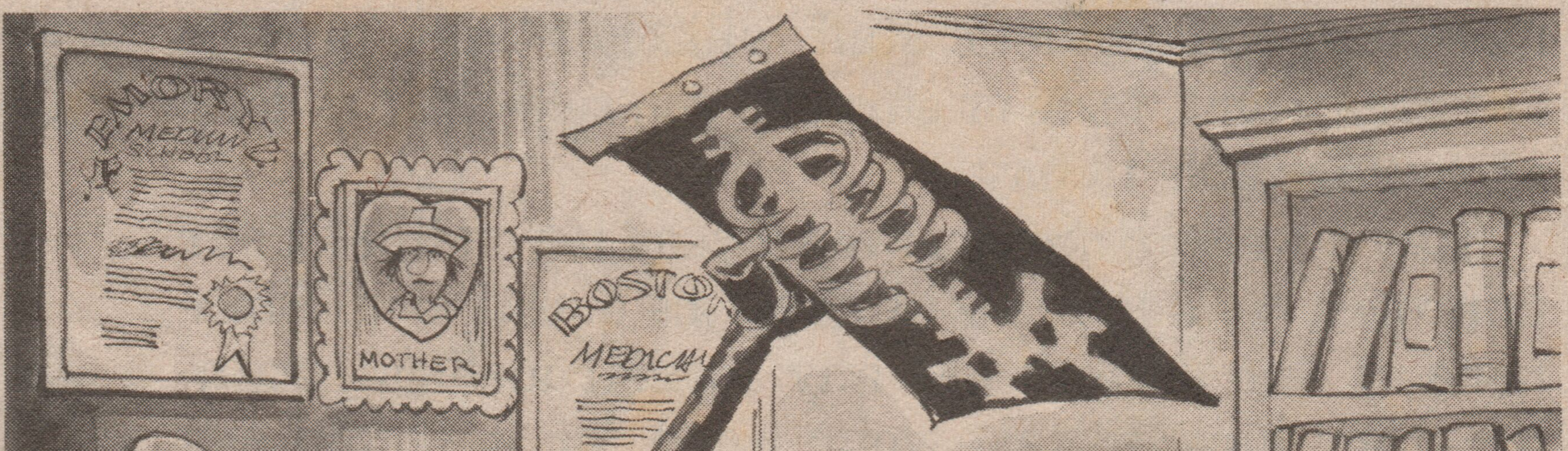
by Dr. Chilblain Thinblood

Although I am honored that "Failing Health" has asked me to describe my financial success in treating hypochondriacs,after I completed my M.D. studies by mail from a sick bed, I modestly refuse to take sole credit. It is said that behind every great man, there stands a woman. In my case, it was my mother. By arranging my birth two months prematurely, Mommy helped me become convinced from the start that I must be a sickly child.

I clearly recall lying in my hospital nursery crib and listening to nit-wit interns pronounce me strong and normal. I realized even then that I must someday become a doctor to disprove their idiotic contention that I need not go through life as a frail weakling.

During the 25 years of illness that followed, my sole ambition in seeking a medical degree was to give my own case the thorough, negative diagnosis it richly deserved. However, once I had my shingle, it soon became apparent that fellow hypochrondriacs would pay a bundle for professional reassurance that they, too, were as sick as they felt.

The rest is history. Blessed as I was with a perpetual look of worry and concern, I managed to clear $275,000 during my first year of specializing in hypochondria. Then, it occurred to me that if I opened an office and put in more than a two-hour work day, I might turn the gimmick into a real money maker. Today, I feel gratified in *(cont. on page 126)*

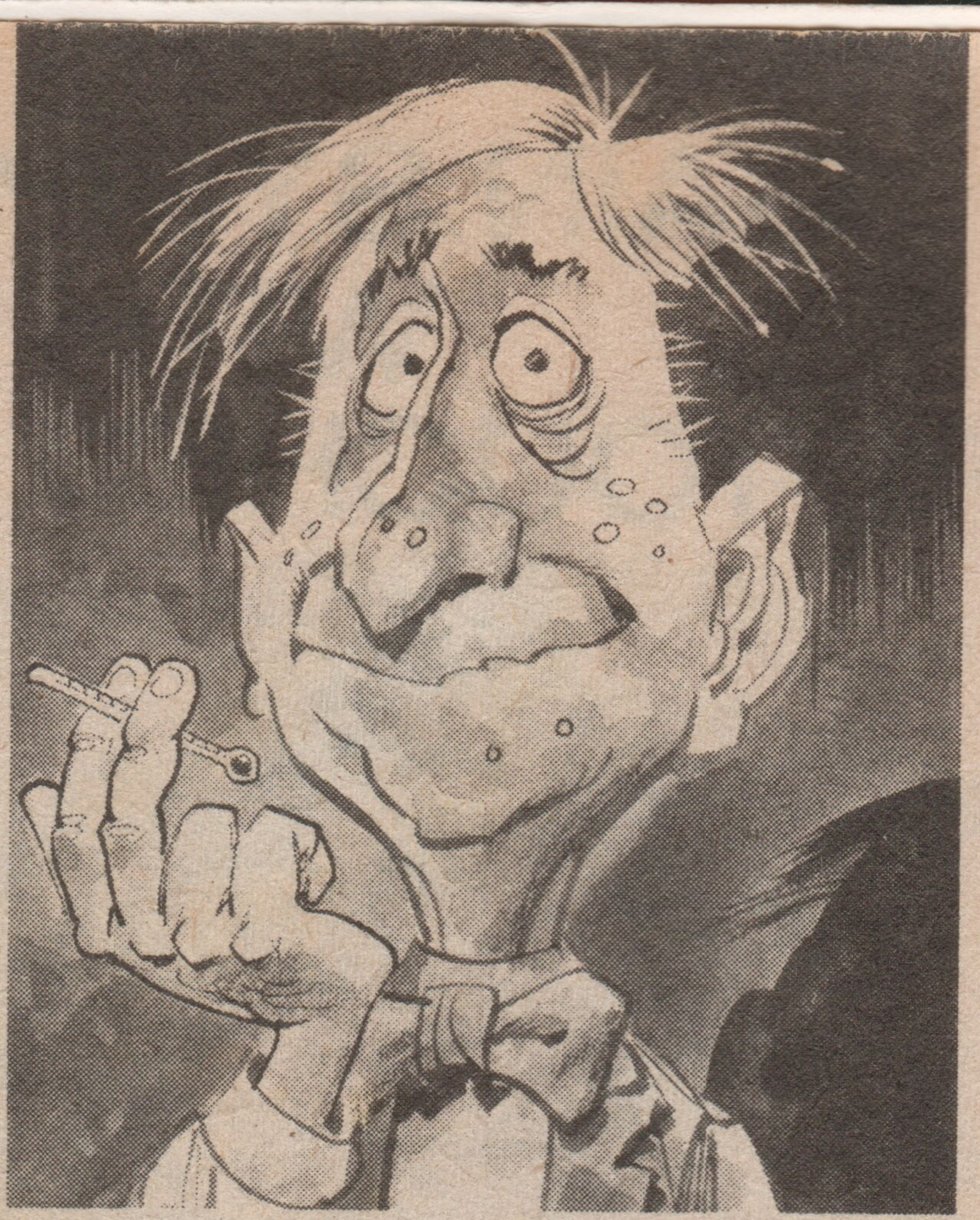


Dr. Thinblood, shown carrying on busy practice from his office bed, has helped many hypochondriacs become as sick as he thinks he is.

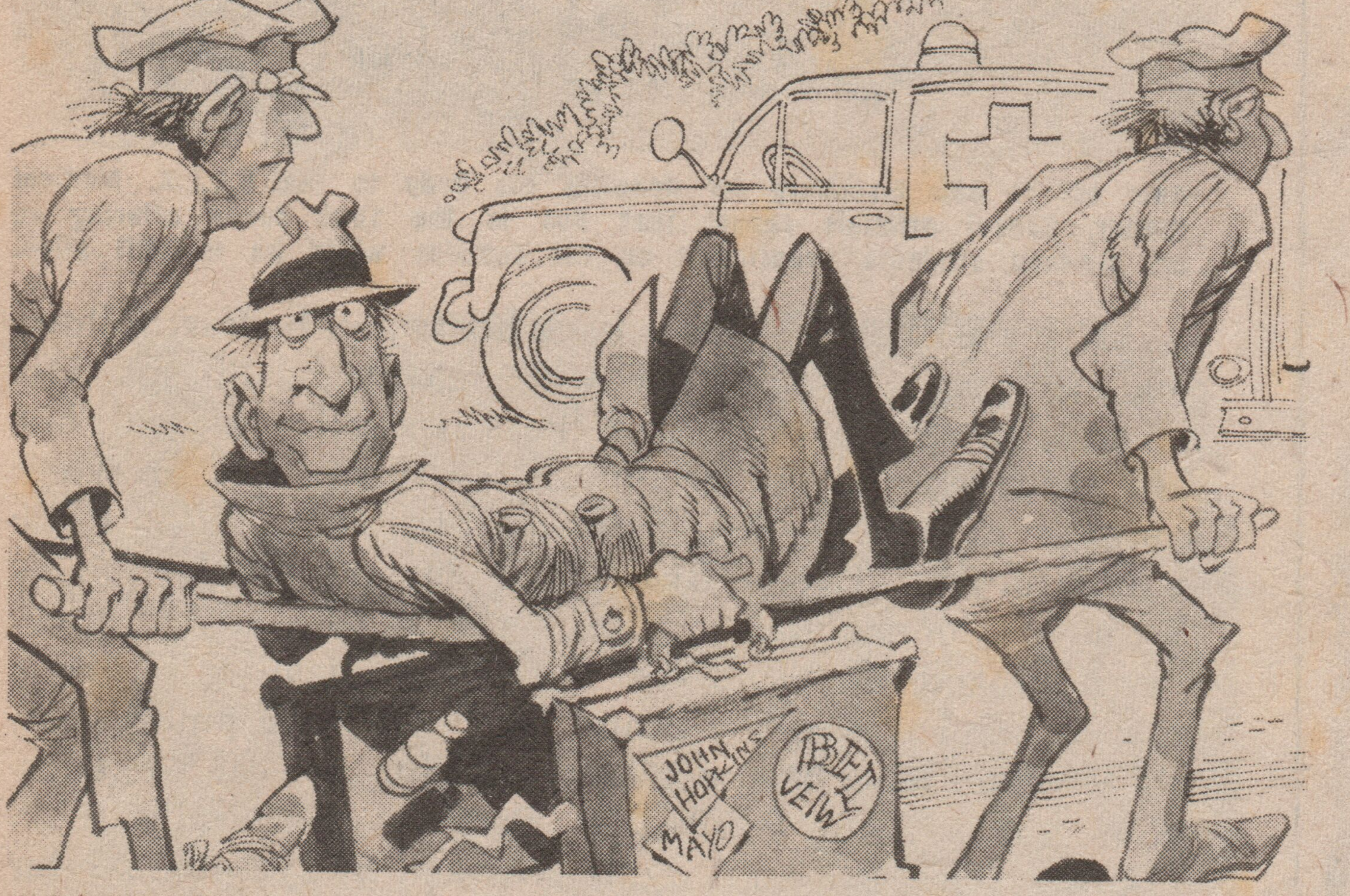
"FAILING HEALTH" SALUTES:

THE HYPOCHONDRIAC OF THE MONTH

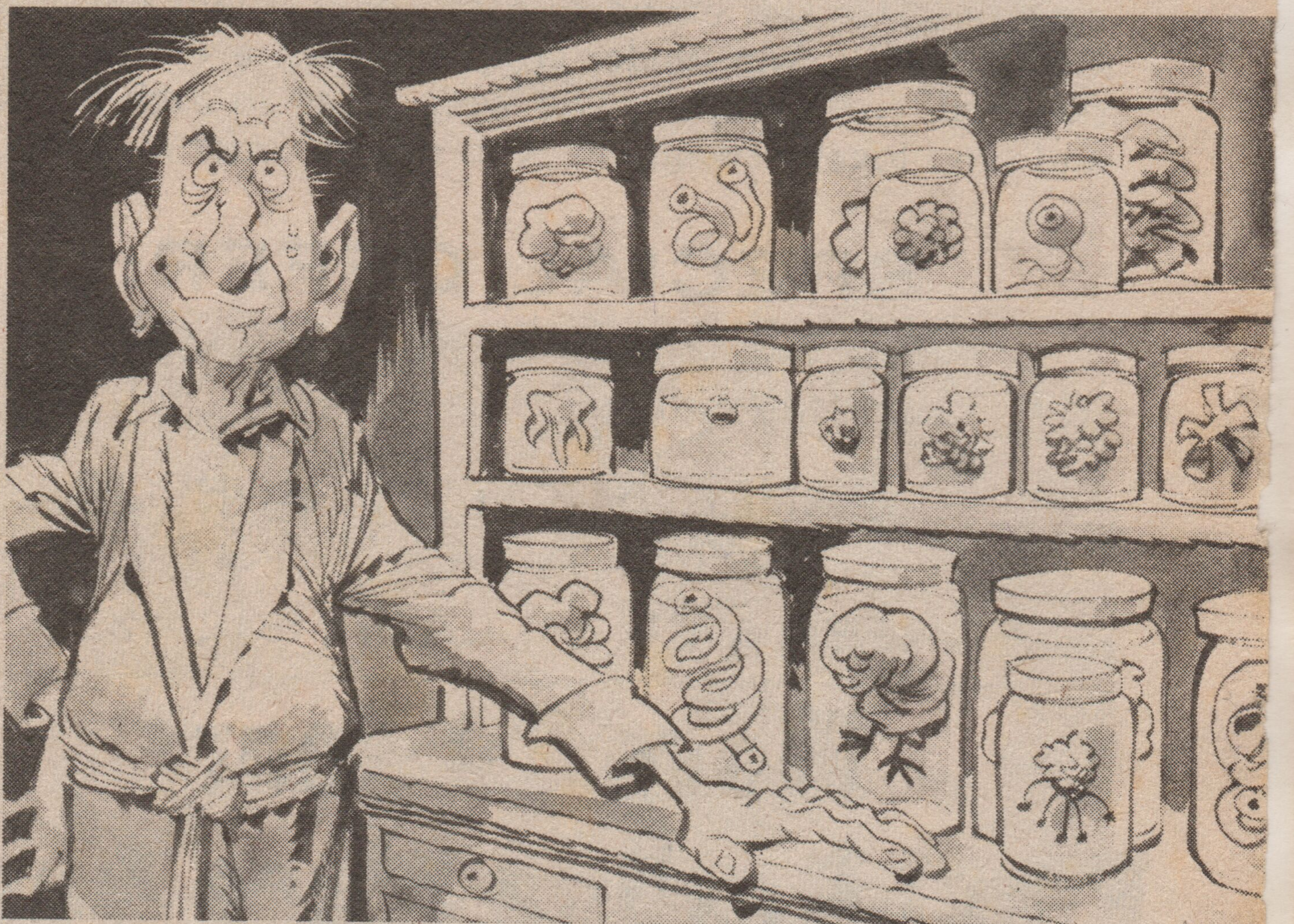
Although a fretful dedication to aches and pains is naturally expected of every neurotic, our latest winner of the Hypochondriac of the Month Award has carried his obsessive thinking far beyond the call of duty, meet: Otto W. Sniffel of Schleb, Nebraska.



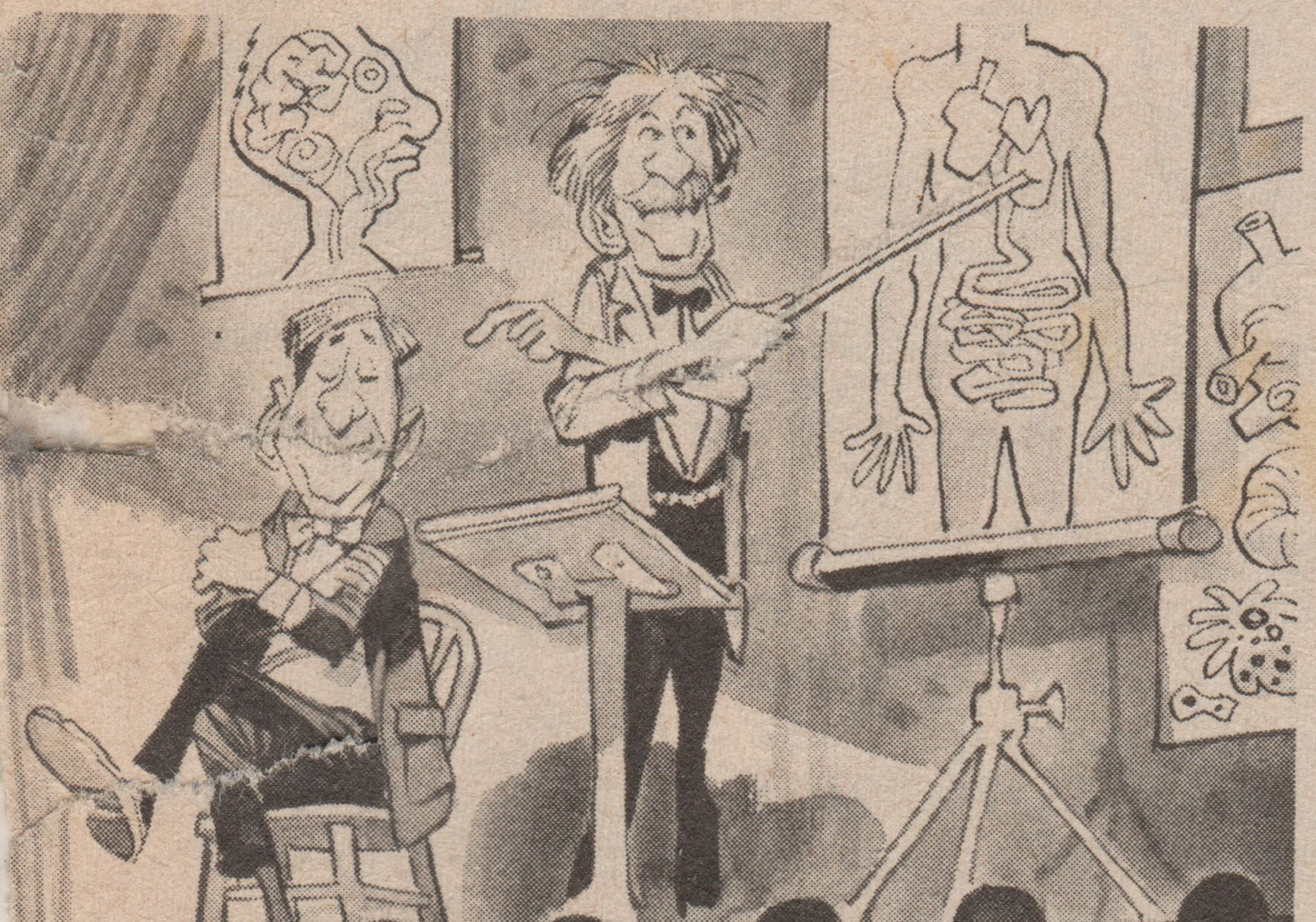
Sniffel, who will soon be receiving this month's Golden Bedpan as a symbol of the high honor, recently abandoned his home and family to devote full time to worrying about symptoms.



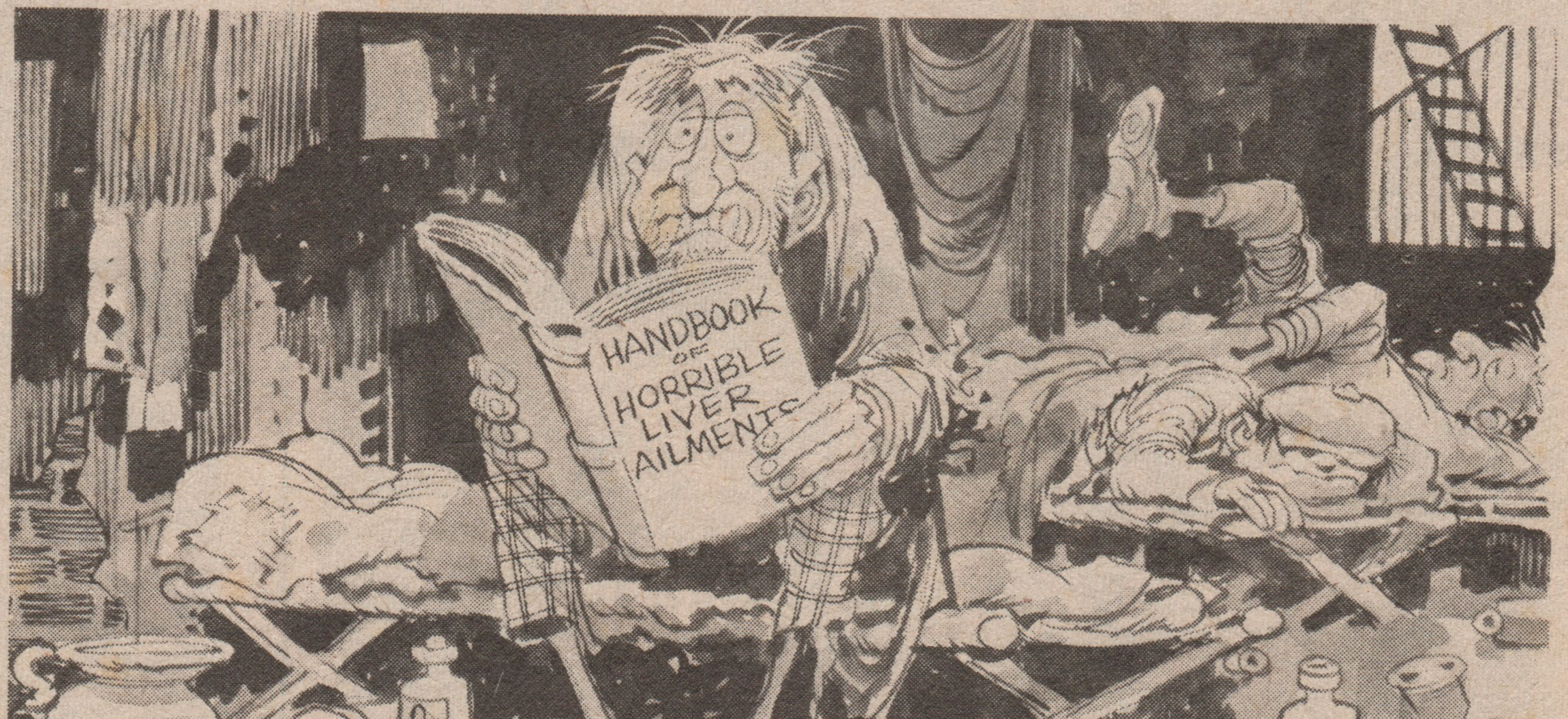
"I really hated to leave the wife and kids," said Crazy Otto, as he is affectionately known to medical men throughout the Great Plains states. "Edna was awful good about holding down two jobs to pay my doctor bills after poor health forced me to quit work twenty-two years ago. And the children took turns helping me to keep my temperature chart up to date. But there are so many exciting new diseases a fella can convince himself he's got these days that I had no time left over to worry about my family, too."



A man of many interests, Sniffel's favorite hobbies are his pancreas, his spleen and his pituitary gland. "I'm always partial to organs that aren't supposed to hurt until you are a terminal case," he explained. "Most doctors give things like a sinus congestion the quick brush-off, but there isn't an M.D. alive who won't perk up if you tell him your pancreas hurts!"

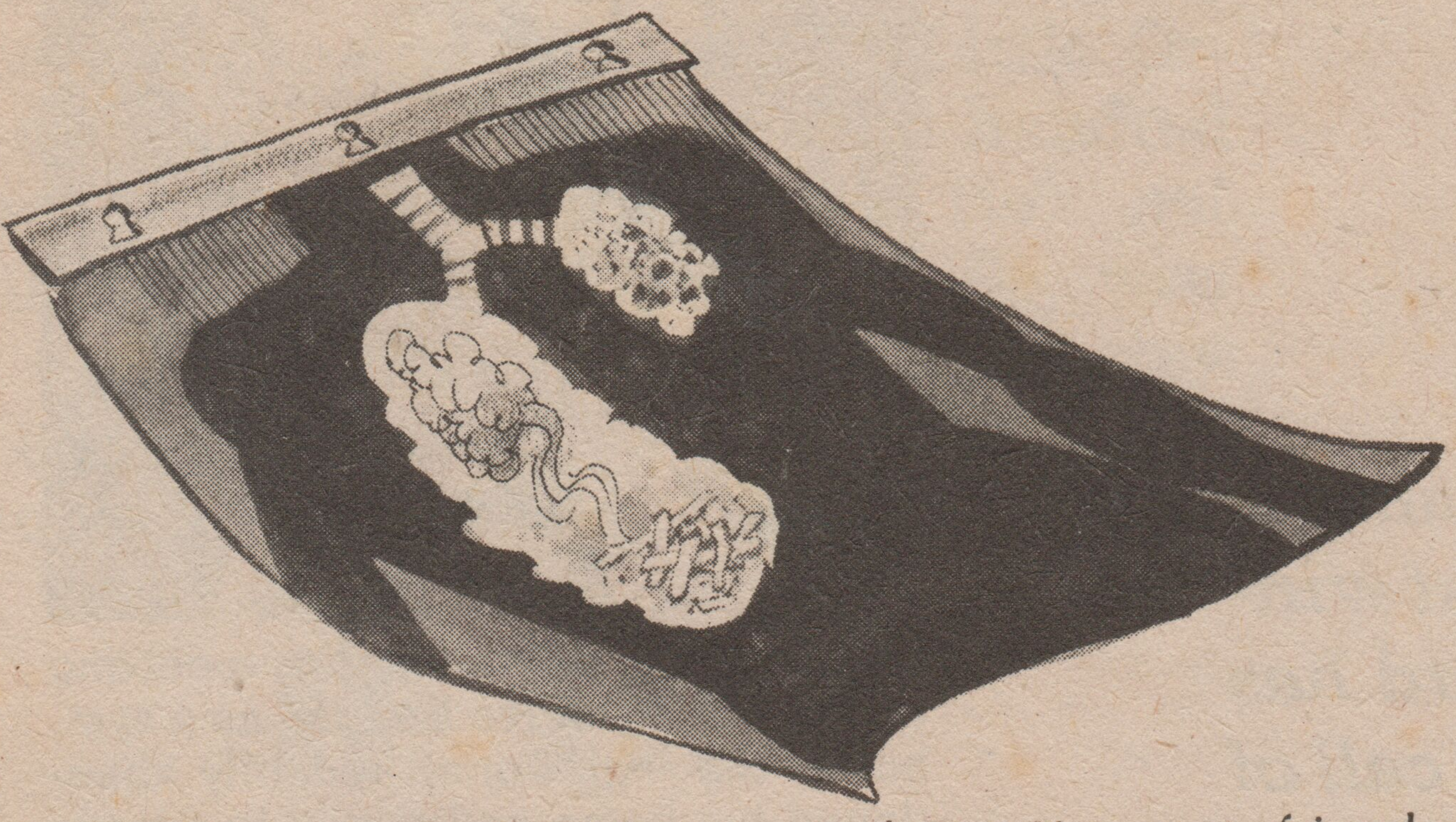


Sniffel also has attracted considerable medical attention in his community by being the first native of Nebraska in this century to complain of suffering from jungle rot, yaws, Asiatic cholera and also the bubonic plague.


HANDBOOK OF HORRIBLE LIVER AILMENTS
Rx
Rx

In the flophouse room where he currently is holed up worrying about his health, Sniffel was notified last week that his wife is divorcing him on grounds of mental cruelty. "I got a rash all over me when I heard about it," he reported. "The doc claims it's my nerves, but I know smallpox when I see it."

GAIN SYMPATHY WITH RE-TOUCHED X-RAYS!



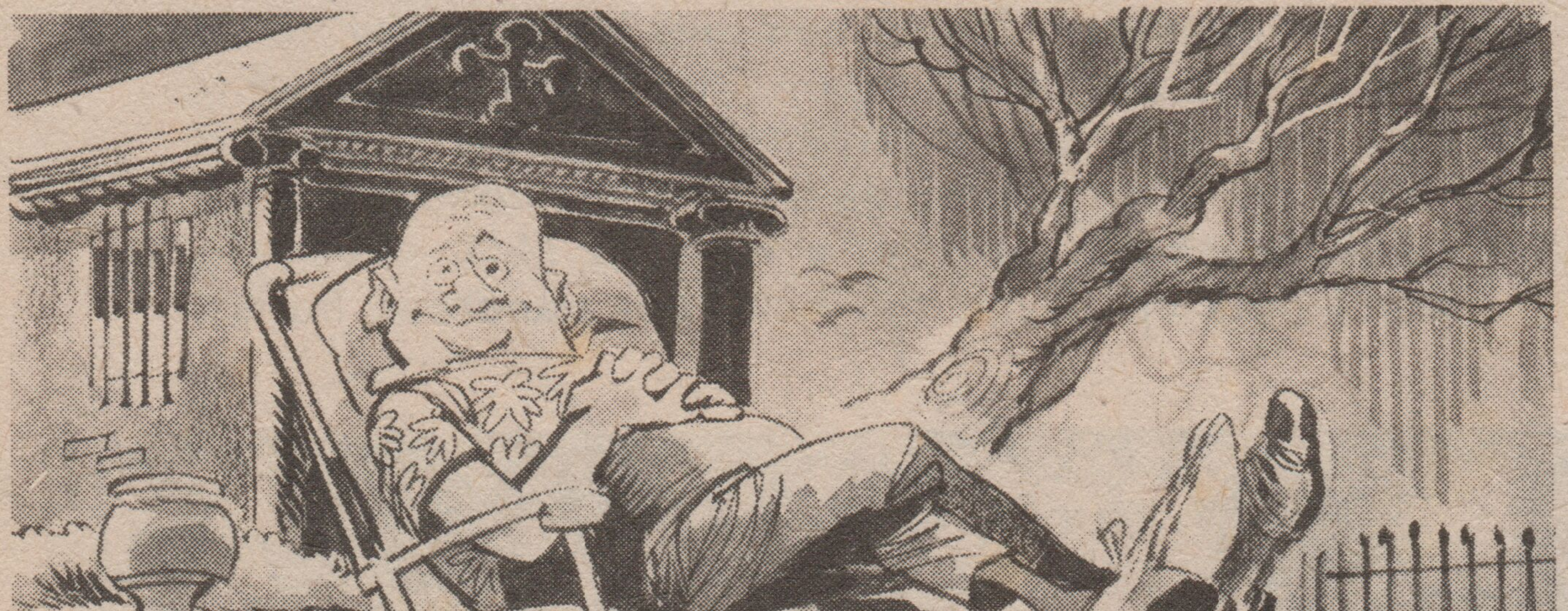
Don't be ashamed to show your latest X-rays to friends, relatives and co-workers just because they all came out **normal.** Let our expert photo re-touchers draw in convincing proof of the exotic disease you thought you had. Guaranteed to win **tender sympathy** from even the most **skeptical.** List symptoms you wish added to each picture and send together with check or money order for **$14.95.**

SPECIAL OFFER:

One free lower bowel with each chest or skull, this month only!

GREENWICH VILLAGE
INTERNAL ARTISTS
GREENWICH VILLAGE, S. DAK.

Move To Your Final Resting Place Now!



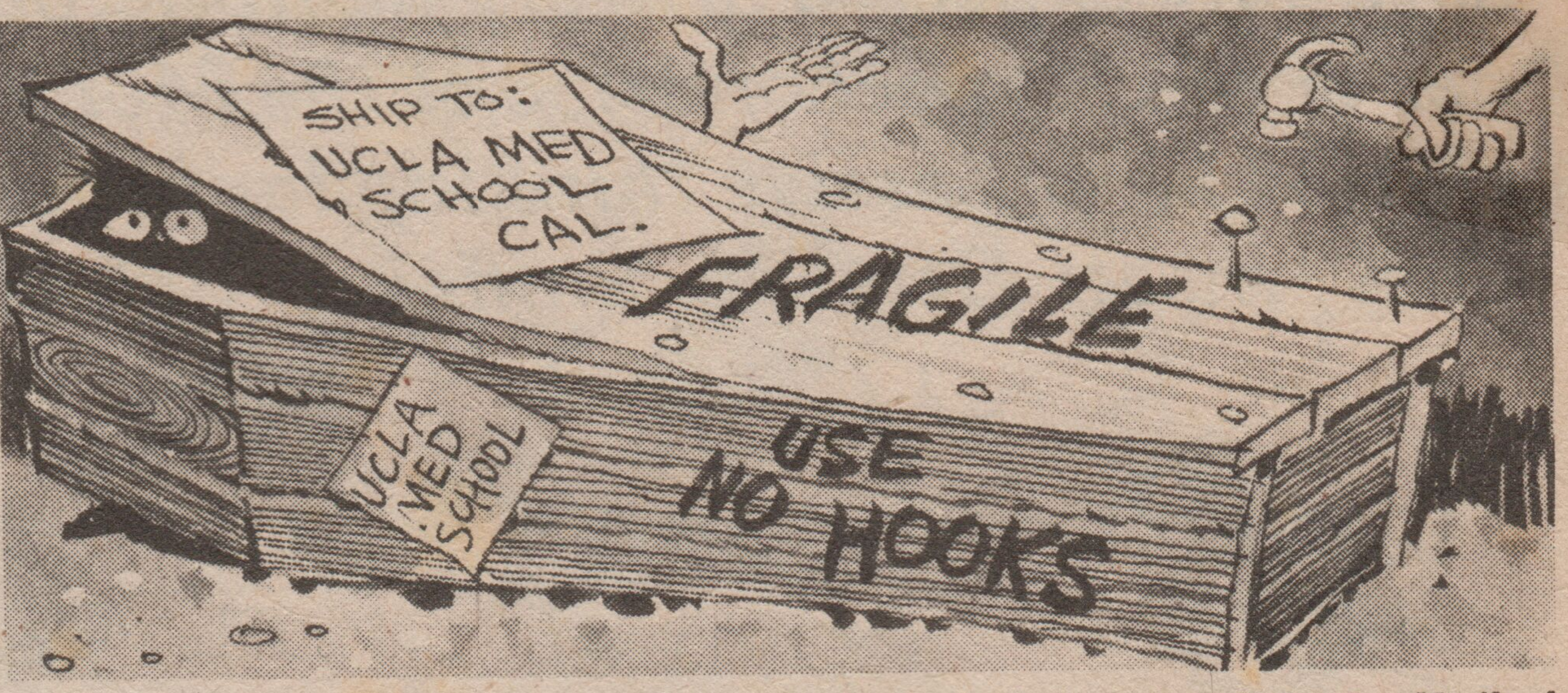
Like most hypochondriacs, you're probably convinced that you have less than six months to live. So why not save on rent in the meantime by moving *now* to the cozy mausoleum where you think you'll soon be going anyway? Now, ETERNITY ESTATES offers spacious, dimly-lit vaults completely furnished with deluxe granite slab at the low, low price of only $3,995.00 and up. Running water available from nearby cemetery sprinkler system. Makes a nice week-end cottage even if you don't conk out as soon as you expect. Write now for no cost, no obligation brochure.

ETERNITY ESTATES
A DIVISION OF GRIM REAPER ENTERPRISES,
PERMANENT HAVEN, N.J.

SICKIE SNIVELINGS

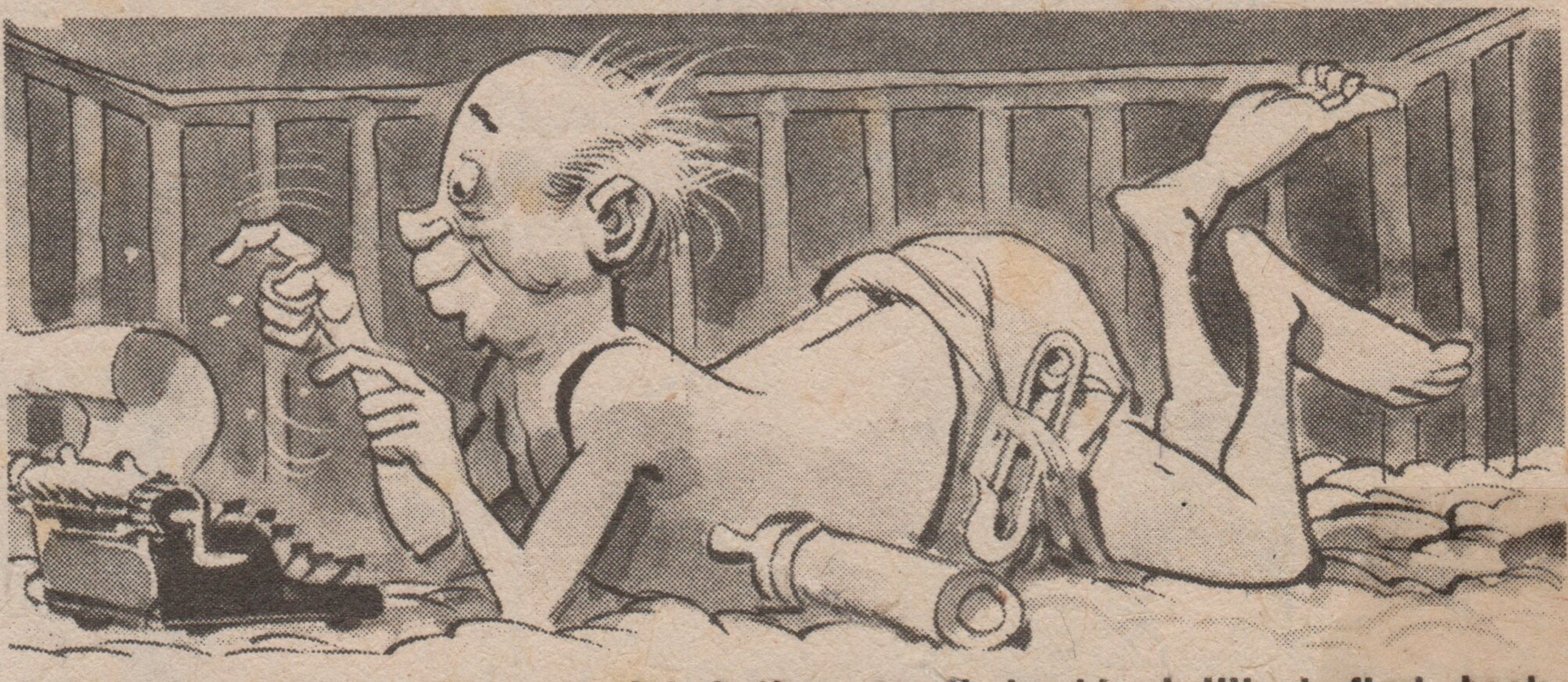
by Lucille Rose Weakly

Congrats to VELMA WOBBLE, JR., on the arrival of her firstborn, Velma III. Mother writes that Baby appeared normal at birth, but got air sick en route to the Mayo Clinic for its first monthly check-up. Glad to hear the little one inherited your queasy stomach, Velma... MORT PHALTER is still down with asthma, contracted from watching TV photos of dust storms on Mars. Mort claims to be the first in medical history to catch an illness from 35,000,000 miles away. Nice work, Pal... Long time sufferers HARVEY AND MABEL WEAKPULSE recently marked their Silver Wedding Anniversary with a second honeymoon at Mercy Hospital where they first met. Incompetent doctors couldn't find anything wrong with them *this* time either...



Hats off to Bob Eisenberg for donating his body to the U.C.L.A. Medical Center. School officials report that Bob is the first donor offering to let pre-med students experiment on his remains while he is still alive.

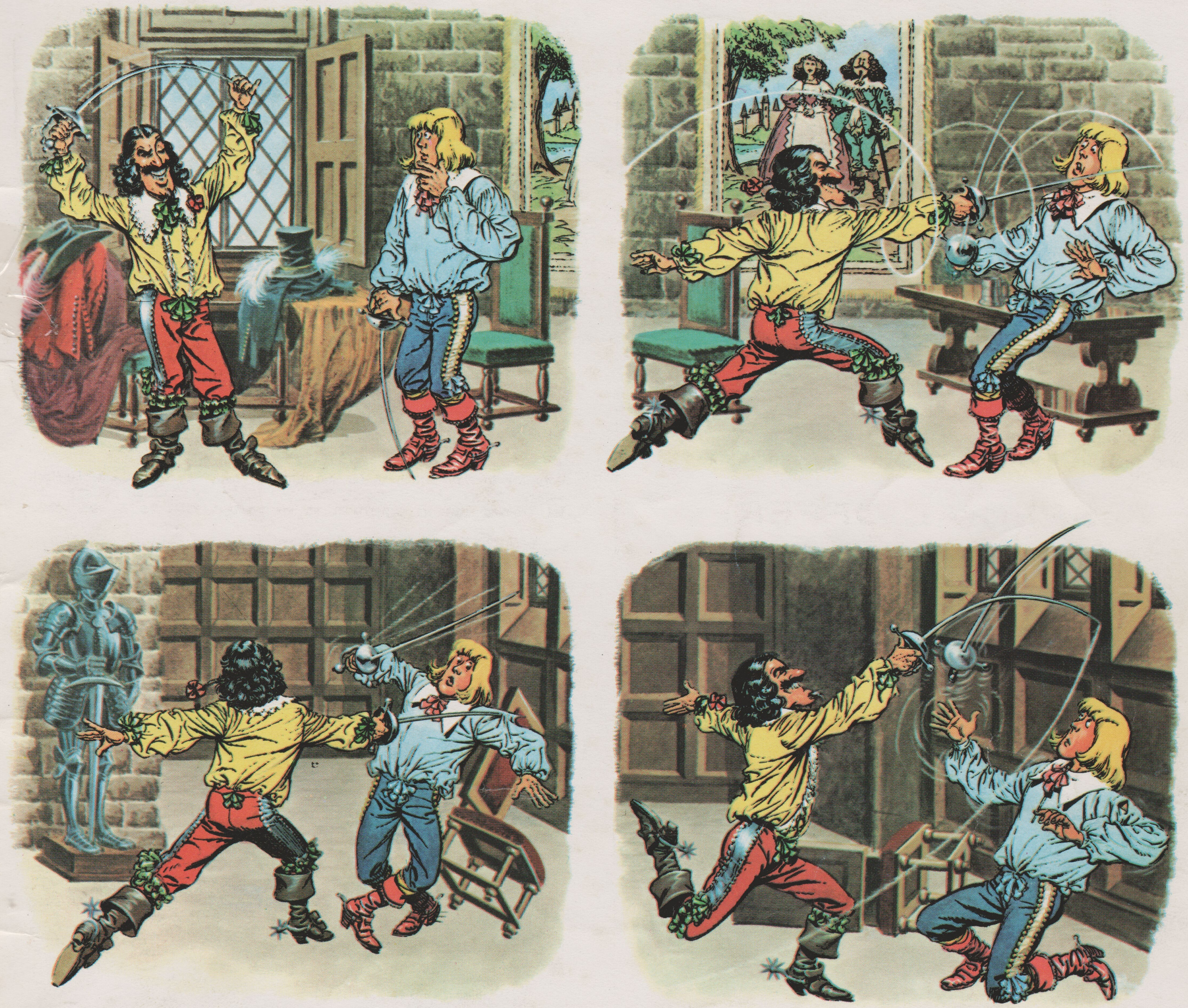
...MERV FEEBLEMAN is back home and bedfast following a lengthy "cure" at a Florida seaside health spa. His ulcerated sunburn contracted there is starting to heal, but he's still doctoring for granulated eyelids picked up when rougher patients kicked sand in his face... A patriotic salute to PERSHING BLEAT on his recent election as National Commander of the Veteran 4-F's of America. Persh flunked his World War II army physical for 17 major reasons, and is now the proud father of three pallid sons, all of whom have been declared unfit for service. No generation gap in your family, eh, Persh?... Bill Noll's B.W. (Boring Wife) Karen is again wracked by symptoms after a two-month relapse, during which well meaning psychiatrists came dangerously close to convincing her she was healthy.



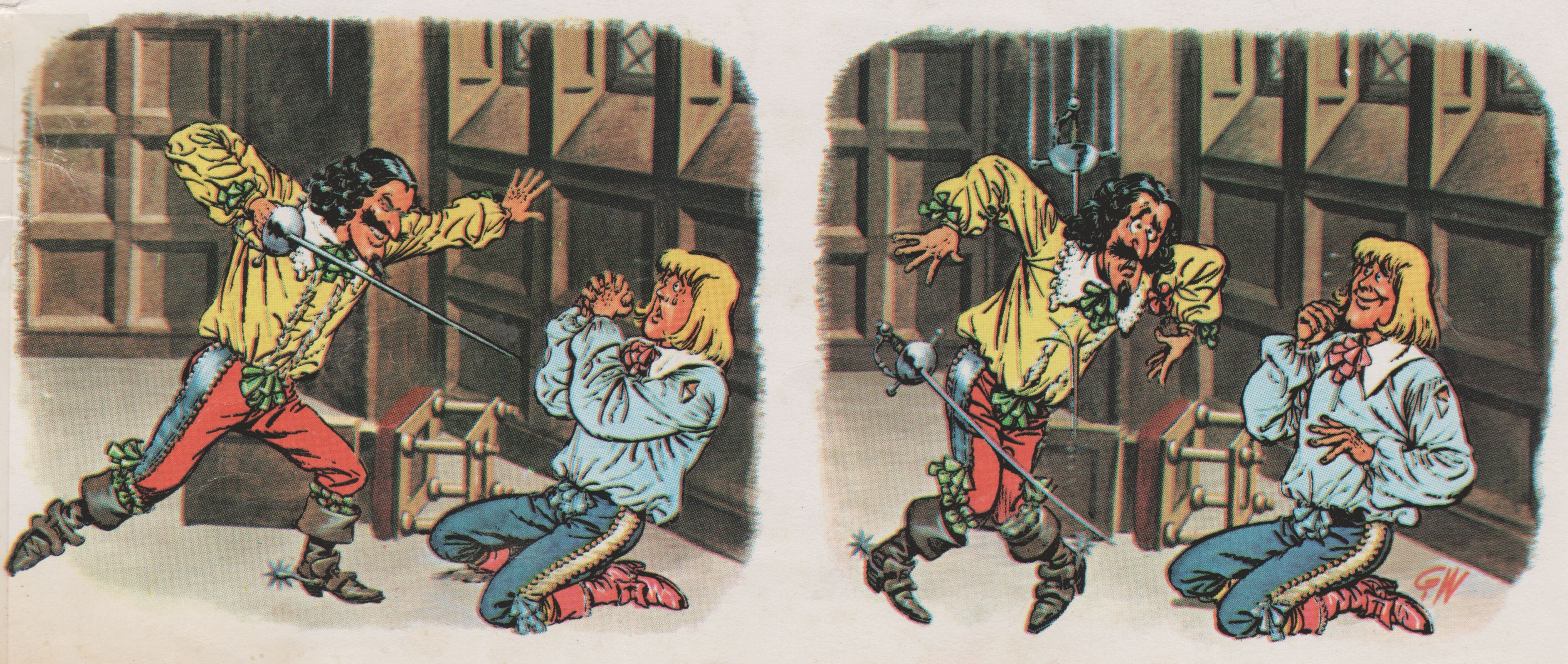
Author Ewald Koma has completed the sequel to his brilliant first book, "My 36 Years of Suffering From Acne." His new one is titled "My 36 Years of Suffering From Acute Diaper Rash and Having it Mis-Diagnosed As Acne."

RODNEY GERMPRONE has completed his year as an exchange student in Ethiopia. While there, Rod exchanged his acid indigestion and ingrown cuticle for the local varieties of typhus and pinworm. That's a valiant step toward world understanding, Rod... (Happy tidings come from RUDY FLOPPER, who writes that he recently made a $12,000 profit on the soaring stock of Shady View Convalescent Hospitals. "It couldn't have been more timely," he reports, "as I have run up $20,000 in medical bills this year." Rudy is a permanent resident of Shady View's Cincinnati franchise)... It appears that "END OF LIFE" will be a strong contender for the Hypochondriac Critics' TV Award again this year. At last body count, the serial had nine characters suffering from mysterious maladies... Until next month, ta-ta and Gesundheit.

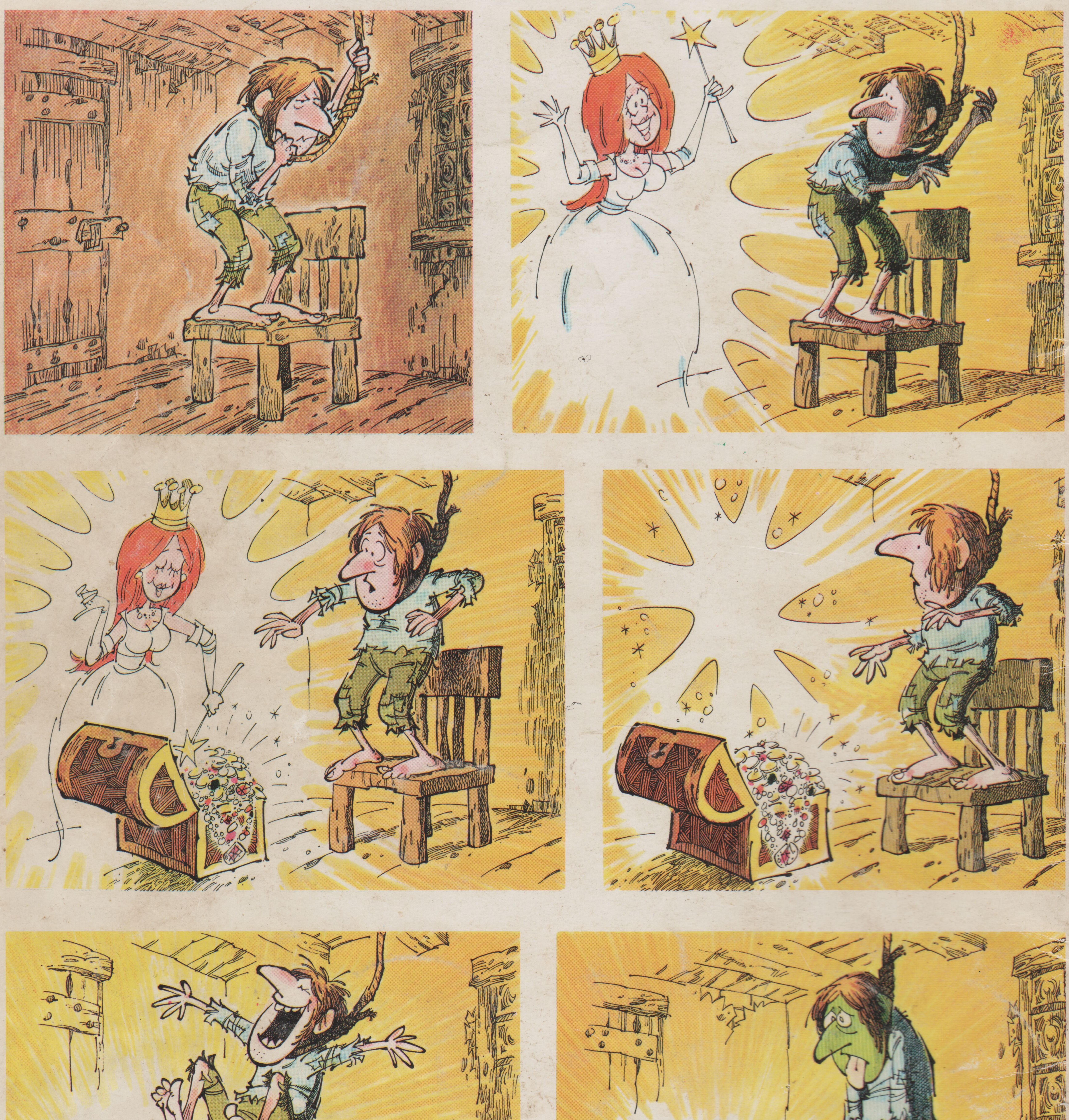
A MOVIE SCENE WE'D LIKE TO SEE



ARTIST: GEORGE WOODBRIDGE WRITER: AL JAFFEE



A GRIM FAIRY TALE



ARTIST: PAUL COKER, JR.   WRITER: AL JAFFEE